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FOR IMMEDIATE RELEASE

December 10, 2007

NPES REGIONAL MEETINGS FEATURE PRINTER PANELS, SPOTLIGHT HOW TO DIFFERENTIATE YOUR COMPANY FROM THE COMPETITION, AND KEY INDUSTRY DATA

NPES The Association for Suppliers of Printing, Publishing and Converting Technologies will conduct a series of Regional Meetings in Illinois, New Jersey, Massachusetts, Ohio and California in January and February 2008.

Running from 8:30 a.m. to 2:30 p.m., the meetings will offer in-depth vendor-customer dialogue, spotlight how to differentiate your company from your competition, and provide valuable market data and networking opportunities.

“Our Regional Meetings were conceived last year as a convenient way to deliver robust, relevant content to our member companies close to their own offices,” says Ralph Nappi, NPES President. “By spending part of their work day with us at a nearby venue, they can launch into the new year with a boost of industry knowledge, sales and customer service insights, and strong networking value that our members have come to expect from NPES.”

Headlining the agenda, will be a team of printing company executives from each region will engage in dialogue with NPES members, sharing their expert insights on the marketplace, what is driving their investments in new technologies, and what they need from the vendor community in order to thrive.

The meetings will also feature a 90-minute workshop by veteran supply chain specialist **Robert Nadeau** on *Being Different in the Eyes of Your Customers*, which will reveal the key to customer loyalty – delivering the right mix of value to customers. During this interactive session

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participants will define the mix of value they are currently delivering to their customers, determine how their customers derive benefit from this value, and identify ways to differentiate their company from their competition.

Rounding out the agenda will be updates on the latest Market Data findings from NPES and the Print Industries Market Information and Research Organization (PRIMIRSM), plus a special presentation on “Globalization: Opportunity or Threat”.

For more information, or to download a registration form, visit: www.npes.org.

About NPES

NPES is a U.S. trade association representing more than 400 companies that manufacture and distribute equipment, software and supplies used across the workflow of printing, publishing and converting processes. NPES is a co-sponsor of PRINT[®] and GRAPH EXPO[®] – the largest and most comprehensive prepress, printing, converting, package printing, binding and finishing, mailing and fulfillment, and offset and digital equipment trade show and conference in the Americas. Complete information about the association, its programs and member companies, is available online at: www.npes.org, by phone: 703-264-7200, or fax: 703-620-0994.

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