

Ripon Printers Offers Digital Editions Solution

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FOR IMMEDIATE RELEASE:

Ripon Printers, a leading printer of catalogs, publications, manuals and soft-cover educational products, recently developed a digital edition solution specifically geared toward the needs of catalog marketers and publishers. Intended to complement print versions, Ripon Digital Editions are available at three different levels of sophistication:

- *Basic.* An entry-level service that provides conversion from a PDF file to a digital edition with basic page turning but without link or search capabilities.
- *Intermediate.* Provides up to 2,000 in-catalog links. Additional links are available for a small per-link charge.
- *Advanced.* Offers maximum benefits with full search capabilities and up to 5,000 inside- or outside-catalog links included in a modest package price.

All three options provide a browser-based, network-friendly digital edition of the print version that is instantly available with high quality graphics as well as "page flipping" that is just like the printed publication. Ripon Printers provides the basic version to its print customers at no additional charge.

Digital editions are helping to address an ever-growing need to reach customers who are on the move and expect access to information anytime, anywhere. For example, a buyer who purchases a dress from a catalog might want to view it on her smartphone while accessory shopping in a retail store. Or a business executive might want to reference an article while waiting in an airport.

"The digital and analog worlds continue to integrate as organizations better understand the role of each in creating great customer experiences," says Andy Lyke, president of Ripon Printers. "An important part of our mission is to provide the right mix of print and digital services to help our customers achieve their business objectives. Ripon Digital Editions help catalogers and publishers become more multichannel and customer responsive while also economically addressing issues such as international distribution."

Demonstrations of all three options are available at <http://www.riponprinters.com/tech-library.jsp>.

About Ripon Printers

Ripon Printers serves small to mid-sized catalog marketers and publishers, producing catalogs and directories as well as manuals and soft-cover educational products. Founded in 1962 with just 13 employees, Ripon Printers is now more than 300 employees strong and equipped with the latest technologies from premedia through fulfillment and distribution. Linking the company's capabilities together is an obsessive devotion to customer delight that places client satisfaction above any other business goals.

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