

Ripon Printers Wins NAPL Marketing Plus™ Gold Award

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Ripon, Wisconsin
FOR IMMEDIATE RELEASE:

Ripon Printers, a leading printer of catalogs, publications, manuals and soft-cover educational products, received the prestigious National Association for Printing Leadership (NAPL) Marketing Plus™ Award, sponsored by Xerox. This competition acknowledges and recognizes those printing companies that have created and produced successful marketing campaigns and collateral for the self-promotion of their companies.

Ripon was the sole recipient of the Gold Award in the Vertical Markets category for printers with more than \$2 million in annual sales. Entries in this category consisted of campaigns to promote company core competencies and services specifically relevant to identified vertical markets and positioning the company as an effective market leader in these market segments.

NAPL Marketing Plus Awards are selected on the basis of points gained via an objective scoring measurement that takes into account both the individual end product or campaign and its success in meeting stated goals.

"As with NAPL's Management Plus and Customer Plus awards, the Marketing Plus program does not judge printing craftsmanship—although there were many splendid examples of superior printing in the entries," said NAPL President and Chief Executive Officer Joseph P. Truncale. "Instead, Marketing Plus recognizes those companies that have demonstrated their ability to realize the full potential of marketing in all its forms as a key driver of their clients' success and their own growth. NAPL is proud to honor their achievement."

The award-winning campaign focused on the small to mid-size catalog market. Key elements of the integrated, multichannel campaign include a series of print and banner ads run in *Multichannel Merchant* magazine, a series of "Tips" booklets used for inquiry fulfillment, a website revamp, a trade show booth and show promotional materials.

"We are delighted to be recognized by the NAPL first as a Customer Plus award winner and now in the Marketing Plus competition," says Ripon Printers' President Andy Lyke. "Customer delight is our goal, and the recognition helps acknowledge that we are doing the right things both from a service and promotional standpoint."

The awards were presented at the NAPL Marketing Plus Awards luncheon on Feb. 15 at NAPL's 2010 Top Management Conference in Marco Island, Fla. "We were privileged to have so many excellent entries this year in extremely diverse marketing categories, both print and electronic," commented NAPL Senior Vice President/Marketing Cindy Woods."

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.

About NAPL

Chartered in 1933, the National Association for Printing Leadership (NAPL) is a not-for-profit business management association representing companies in the \$100 billion graphic communications industry. NAPL's comprehensive slate of business-building solutions provides company leaders with management tools that enable them to make informed business decisions in an ever-changing market environment. For more information on NAPL or its affiliated associations, visit www.napl.org or call 800-642-6275.

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