

## **Ripon Printers Wins Two NAPL Marketing Plus™ Gold Awards**

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Ripon, Wisconsin

FOR IMMEDIATE RELEASE:

Ripon Printers, a leading printer of catalogs, publications, manuals and soft-cover educational products, received two prestigious National Association for Printing Leadership (NAPL) Marketing Plus™ Awards. The program honors marketing excellence by graphic communications companies in a dozen categories, representing a wide range of marketing activity, from corporate identity programs and direct mail to sales/lead generation and website development.

Marketing Plus recognizes those companies that demonstrated their ability to realize the full potential of marketing in all its forms as a key driver of their success and growth. Award winners 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.

Ripon Printers received gold awards in the Direct Mail Marketing and Vertical Markets categories for printers with more than \$2 million in annual sales. Entries in the Direct Mail Marketing category included effective direct mail campaigns of one piece or multiple components. Ripon's entry consisted of a three-part campaign that included a brochure personalized by individual and market, a unique box-set of informative tips booklets and a DVD promoting the companies broad range of capabilities.

Entries in the Vertical Markets 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. Ripon's multichannel campaign targeted small to mid-size catalogers and included a series of print ads and white papers, "Introstitial" ads at a publication website, a series of direct mail postcards, webinars that addressed various industry topics and both print and electronic newsletters.

"We are delighted to be recognized by NAPL first as a Management Plus award winner and now in the Marketing Plus™ competition," says Ripon Printers' President Andy Lyke. "Reaching a new generation of print customers in a highly competitive multichannel environment requires effective marketing, and we are honored to be acknowledged as one of the industry leaders."

The awards will be presented on Tuesday, February 21, 2012, at the Management Plus™ Awards dinner program during the industry-wide Vision 3 Summit conference at the Marco Island Marriott in Marco Island, Florida.

### **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 240 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](http://www.napl.org) or call 800-642-6275.

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