

Ripon Printers Joins Elite NAPL RAVE Award Winners

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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) RAVE Award. Ripon joined a very small and elite roster of exceptional printing companies around the country whose bottom line customer satisfaction scores for the past year are more than 10 percent higher than their competitors' scores on the NAPL Competitiveness eKG™ survey.

NAPL established the RAVE Award in recognition of those printing and graphic communications companies with superior customer relationships based on their performance in the survey's Quality Competitiveness Index (QCI). QCI is a measurement of a company's bottom-line customer satisfaction, indexed against the scores of its best competition.

"I regard this achievement as a total company effort," said Ripon Printers President Andy Lyke. "We place customer satisfaction above all other business goals, and that philosophy requires buy-in from each member of the Ripon team. The NAPL RAVE Award further validates our team's success in this critical category."

Ripon Printers' outstanding score on the NAPL Competitiveness eKG qualifies for the "Platinum" RAVE Award. This award will be presented on Tuesday evening, February 16 at the 2010 NAPL Top Management Conference in Marco Island, FL.

“This is an outstanding achievement, one which can only come from a willingness to let your customers be the judges of your performance, and to hold your entire organization accountable to those customers,” said NAPL President & CEO Joseph P. Truncale in a letter to Ripon Printers.

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 eKG

The Competitiveness eKG™ diagnostic tool has been used since 1993 to survey printing company customers. The survey findings have resulted in a comprehensive database that NAPL draws on to benchmark customer service against established standards based on 20,000 printing customers interviewed over the years. Participating in the program helps graphic communications companies put a program in place for getting concrete, actionable information on how to strengthen customer relationships and what is needed to increase profit margins by creating superior value for customers.

About NAPL

NAPL is a not-for-profit business management association representing companies in the \$120+ billion commercial printing and graphic communications industry in North America. NAPL’s comprehensive slate of business-building solutions provides company leaders with the management tools they need to make informed business decisions in an ever-changing market environment. The association also handles administration of NAQP, the National Association of Quick Printers, which specializes in the unique concerns of small printers nationwide, and the industry’s Research and Engineering Council, which is dedicated to manufacturing technology and productivity improvement issues. For more information on NAPL or its affiliated associations visit www.napl.org.

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