

## **Ripon Printers Names Jeff Hopp Vice President of Sales and Marketing**

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FOR IMMEDIATE RELEASE:

Ripon Printers, a leading printer of catalogs, publications, manuals and soft-cover educational products, recently announced the promotion of Jeff Hopp to Vice President of Sales and Marketing. Jeff joined Ripon Printers in 1992, working as a web pressman. He then moved into the estimating department where he streamlined the company's estimating processes. He became department supervisor in 1999 and soon thereafter began working closely with the sales department, which eventually led to his being named sales and marketing manager.

"Jeff has consistently demonstrated his value in a variety of roles, and most notably in his ability to evolve our business development program," says Ripon Printers' President and CEO Andy Lyke. "His steady leadership through a changing print environment, as well as the successful integration of the Sells Printing business development team, has contributed positively to our success."

In addition to his executive management team responsibilities, Hopp directs a nationwide salesforce consisting of both inside and outside representatives. He also oversees an aggressive and highly successful marketing program that has been the recipient of two Gold Awards in the Marketing Plus™ Competition sponsored by National Association for Printing Leadership (NAPL).

"I'm extremely proud of my long-term association with Ripon Printers," comments Hopp. "The company's investment in building customer relationships is unwavering, and I look forward to my expanded responsibilities while further contributing to the success of Ripon Printers and our customers."

### **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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