

## **Ripon Printers Publishes New White Paper: *5 Key Considerations before Creating a Catalog Digital Edition***

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FOR IMMEDIATE RELEASE:

Ripon Printers, a leading printer of catalogs, publications, manuals and soft-cover educational products, recently published a white paper covering key considerations for marketers considering a digital edition of their printed catalog. With the catalog marketing world becoming more multichannel by the minute, the growing challenge is to engage target audiences that now expect 24/7/365 access through their media of choice.

The white paper addresses five key considerations in creating a digital edition:

- How connected is your audience?
- What's happening in your marketplace?
- What is your objective for a digital edition?
- How mobile friendly should you be?
- How integrated is your strategy?

"Our latest white paper is another example of how we are helping our customers effectively integrate print and digital media to improve their marketing ROI," says Andy Lyke, president of Ripon Printers. "We're combining strategy considerations with our capability to produce three tiers of digital editions from our customers' PDF print files."

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.

Ripon's three options for creating digital editions each provide a browser-based, network-friendly replica of the print version that is instantly available with high-quality graphics as well as "page flipping" just like the printed publication. Ripon Printers provides the basic Tier 1 version to its print customers at no additional charge.

[Download](#) *5 Key Considerations before Creating a Catalog Digital Edition*.

## **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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