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**THE PRINT COUNCIL PROVIDES “WHY PRINT?”
AS A FREE BUSINESS DEVELOPMENT TOOL FOR PRINTERS**

WASHINGTON DC, December 11, 2006 – Printers seeking new business from creatives, marketers and other media decision makers now have a new sales and marketing tool that demonstrates the effectiveness of print. The Print Council is offering them print-ready downloads of a 24-page illustrated brochure called “*Why Print? The Top Ten Ways Print Helps You Prosper.*”

“Print is striving to retain its position as the world’s most popular medium,” says Ben Cooper, Executive Director of The Print Council. “That can be best done by presenting facts on print’s performance and showing what it can do. “*Why Print?*” achieves that mission by visually documenting the most compelling reasons why our medium should have a leading role in marketing and sales campaigns.”

NAK Marketing & Communications, one of the top marketing agencies in the graphic arts, worked with a team of media authorities from The Print Council to conceive, write and design the brochure. Experts from RIT provided original research, statistical support and confirmation.

“Printers need to make sure print continues to get the lion’s share of the media mix, as new alternative media attempt to grab a bigger portion,” says Jerry Williamson of Williamson Printing, who is also co-chairman of The Print Council. “*Why Print?*” helps them convince media buyers of print’s persuasive powers.”

MORE . . .

“*Why Print?*” defines and illustrates “the top ten ways print helps you prosper.”

They are:

1. Print is for keeps.
2. Print is portable.
3. Print drives a higher ROI.
4. Print is beautiful.
5. Print plays well with others.
6. Buyers seek print.
7. Print is credible.
8. Print puts them in control.
9. Print is personal.
10. Print is everywhere.

In addition to supporting each reason with user data, the brochure also presents a compendium of the visual impact ink can have when it’s applied to paper utilizing advanced printing techniques. Each of its pages demonstrates a different effect print can achieve to catch the eye and inspire the mind of the reader.

“All the noise made by new media fads can distract media buyers from print’s effectiveness,” says Jim Dunn, President of Heidelberg and co-chairman of The Print Council. “*Why Print?*” brings them back by not only telling them how print performs, but showing them as well.”

Printers interesting in downloading PDF files of “*Why Print?*” that they can use to produce copies of the guide for their own promotions, should visit theprintcouncil.org.

About the Print Council

Through education, awareness, market development, advocacy and research, The Print Council serves the industry to develop, maintain and increase the market for printed materials. Launched in 2003, The Print Council’s members now number in the hundreds, representing more than 50 companies, including many of the largest names in the industry. The Print Council may be contacted through Ben Cooper, Executive Director at 202-973-5977, by e-mail at bycooper@wms-jen.com, or on the Web at www.ThePrintCouncil.org.

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(N.B. – NAK Marketing & Communications and Bradford & Maloney are part of the PR Alliance that serves The Print Council on a pro bono basis).

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