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**THE PRINT COUNCIL ADDS JET, INC.  
AND LAKE COUNTY PRESS AS ITS NEWEST MEMBERS**

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**WASHINGTON, DC, January 28, 2008** – Membership in the organization that is promoting the marketing and promotional power of print continues to grow. Jet, Inc. and Lake County Press have joined The Print Council as full members.

Jeff Norby, Jet's President, will also serve on the Marketing Steering Committee to the Print Council's Board. "Jet joined the Council because we are quite aware and concerned that print has become somewhat marginalized or commoditized in the eyes of both clients and suppliers," he says.

The Print Council is working to turn that perception around. "We believe in the value of print as a very important component in a well-crafted and executed media campaign," Norby adds. "Therefore, we are very interested in participating in and supporting the activities of the Council to revitalize and possibly re-package 'print' in today's world."

Jet was founded in 1947. Today, it is one of the largest, privately held sheet-fed commercial printers in the Chicago area. Jet employs approximately 200 people within its hub facility in Downers Grove, Illinois and its warehousing and fulfillment facility in Bolingbrook, Illinois.

Jet's value-added customer offerings include: full-service prepress and planning, conventional / specialty printing and plastic card manufacturing as well as full-service fulfillment, distribution and warehousing services. "Jet is extremely proud of its national reputation for high quality printing, servicing customers across the country," Norby declares.

***MORE...***

The second new member of The Print Council — Lake County Press — is located in Waukegan, Illinois and headed by President and CEO Ralph Johnson, a 55-year Chicago printing industry veteran.

Lake County Press focuses on the production of high-impact printed products and multiple piece projects from simple one-color reproduction through sophisticated multi-color printing. The company enjoys a fine reputation among a highly diverse group of clients, including the graphic design community, advertising agencies and Fortune 500 corporations nationwide.

Ben Cooper, Executive Director of The Print Council, points to the multiple capabilities of the two new members. “Jet and Lake County Press are two of the best-known facilities in the graphic arts,” he notes. “Their brands are synonymous with quality, craftsmanship and innovation. And their management teams know how to promote the unique value of print. All of which makes them valuable assets for The Print Council and for our industry.”

### **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](mailto:bycooper@wms-jen.com), or on the Web at [www.ThePrintCouncil.org](http://www.ThePrintCouncil.org).

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

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