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THE PRINT COUNCIL

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**HBP, INC. HOSTS SUCCESSFUL “PRINT DELIVERS” SEMINAR
FOR 80+ CUSTOMERS AND PROSPECTS IN DC AREA**

WASHINGTON, DC – April 12, 2010 – On Friday March 26, HBP, Inc. and Appleton Coated Paper hosted a seminar entitled “Print Delivers DC.” The seminar is part of an ongoing series presented around the country by The Print Council and included industry experts from the U.S. Postal Service, Kodak, Appleton Paper and Heidelberg USA.

Educating customers about the power of print is what The Print Council's Print Delivers seminar series is created to do, and at “Print Delivers DC”, five industry leaders came together to speak directly to 80+ invited guests from agencies, associations, and universities from the DC area about what print can do for them.

The seminar delivered information on how multi-channel solutions can provide a more robust and meaningful ROI. It also included case studies and data on how many organizations have incorporated print into their marketing efforts because it is tangible and lasts longer in the hands of its targeted recipients. Each speaker provided facts and figures on how “Print Delivers” and amplifies the message when integrated with other media, such as emails, personalized URLs, etc.

John Snyder, president of HBP, Inc., presented two customer case studies on how multichannel efforts have helped HBP’s clients increase ROI through the combination of print and electronic marketing.

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Snyder said, “I value the message these industry leaders delivered to our customers because it aligns perfectly with the services and solutions our customers need today.”

HBP, Inc. is a marketing solution provider located in Hagerstown, Maryland.

“Print Delivers” is in its second year. In 2009, the seminar was delivered to two national agencies – Starcom Media and Campbell Ewald – and at the first regional event in Minneapolis, MN. After the DC event, the series will move to Dallas on April 29 and New York City on June 24, with more events to come in 2010.

The message is an important one for marketers determining how to use their marketing dollars wisely and effectively. HBP, Inc. knows the content is critical to the marketplace today.

John Snyder went on to say, “The feedback we received from the attendees was that they appreciated real data to help them see how to spend their dollars, and how and when to effectively use print.”

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. The Print Council can 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. Print in the Mix clearinghouse of print media effectiveness is freely available at www.printinthemix.com

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