

48HourPrint.com Adds Online Expert and Print Marketer to Leadership Team

Online Engagement Expert James Eglin Jr. and Print Marketer Ali Westcott Join 48HourPrint.com

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October 4, 2011 — Boston, Massachusetts —Online printing services company 48HourPrint.com has named James Eglin Jr. as vice president of online engagement and Ali Westcott as senior director of marketing. Eglin has extensive sales experience and expertise in leveraging technology to drive growth in technology products and service companies. Westcott is a tech-savvy marketing and communications leader with 14 years of industry experience at a national printing firm.

“We are pleased we were able to attract and recruit two highly skilled and well-respected individuals such as Jim and Ali,” said James Cozart, 48HourPrint.com vice president of sales, marketing and customer service. “Not only does this strengthen a great core team already in place, it positions us well with their respective industry contacts and knowledge. Their expertise and experience will impact our organization in a positive manner as we continue to broaden and supplement our offering to the market.”

Eglin gained marketing, sales and business development experience working for companies ranging from start-ups to established industry leaders, such as SysArc, Digital Documents, Legal Advantage and Oracle. Building on his knowledge of sales and marketing methodologies, he has leveraged a variety of web-based marketing strategies to rapidly build credibility, visibility and lead generation for companies.

“As part of our customer-first focus, we will be using the latest technology to enhance the online experience of our customers and prospects,” Eglin said. “Through activities at 48HourPrint.com and social media channels, we will be engaging these groups in a variety of creative ways.”

Westcott has a passion for print, having worked at Concord Litho since 1997 in creative services, IT, and for the last six years as its director of marketing and communications. A former journalist, she has extensive experience in strategic marketing, having developed award-winning multichannel marketing campaigns. She also has a background in product development, database analytics, and customer education programs.

“Everything at 48HourPrint.com is connected to our customers, right down to having a Customer Advisory Council,” Westcott said. “Supporting and helping customers grow their businesses, reach their goals through our products and services is our primary focus. We only succeed when they do.”

About 48HourPrint.com

48HourPrint.com, with headquarters in Boston, Massachusetts, and printing plants in Phoenix, Arizona, and Cleveland, Ohio, is a leading online printing services company offering high-quality printing and mailing services to businesses that value quality, speed and affordable prices. With a streamlined order process that is entirely online, and supported by experienced customer service professionals, 48HourPrint.com is setting the standard for quality online printing and service. 48HourPrint.com's extensive product offerings, including business cards, postcards, brochures, banners, booklets and posters, can be ordered online 24 hours a day, at 48HourPrint.com.

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