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## **48HourPrint.com Sponsors USA's Largest Conference for Graphic Designers**

*Online Firm is Technology Sponsor at This Week's HOW Design Conference in Boston*

Boston, Massachusetts — National online printing firm 48HourPrint.com announces today its sponsorship of HOW Design Live, the largest annual gathering of graphic designers, creatives, and freelancers in the country, held this week in Boston at the Hynes Convention Center.

More than 3,500 attendees are expected for the conference, which runs from June 21 through 25 and is managed by HOW, a division of F+W Media that produces HOW and Print magazines and is known for its DesignCasts, HOW U courses, and huge online community of designers. 48HourPrint.com is a Technology Sponsor of the event and is exhibiting at Booth 409.

"This year's conference brings together an amazing roster of revolutionary design speakers from Debbie Millman to Chip Kidd to Kit Hinrichs," says Elayne Recupero, sales director of HOW. "This will be the largest gathering of graphic designers in the United States and the one event guaranteed to provide enough inspiration to recharge even the most overworked creative professional."

48HourPrint.com will be providing award-winning print samples at its booth as well as free "Designer Survival Kits" filled with reference guides, tools and fun items to help graphic designers do their jobs and stay inspired, according to Ali Westcott, senior director of marketing at 48HourPrint.com.

"Going to HOW is like going home ... graphic design is in our DNA because we were founded by designers for designers 12 years ago," Westcott says. "This community appreciates the high-quality printing and special services we offer, including the convenience of anytime ordering and proofing online. Our own in-house creative team is planning to take advantage of the educational sessions and one-of-a-kind studio tours."

With facilities in Massachusetts, Arizona, Ohio, and New Hampshire, 48HourPrint.com offers printing and mailing services to graphic designers, small business, and nonprofit organizations that value quality, speed, and affordable prices. They print hundreds of jobs daily, all managed via an easy-to-use online ordering system that's available 24/7. The company produces 40 products, sheetfed offset or digitally depending on quantity, all backed by the firm's 48 Hour Turnaround Guarantee.

The company can print up to 6 over 6 colors plus a coating, and offers Specialty Services like die-cutting, perforating, PMS colors, and scratch-off coins via the company's Custom Quote feature online.

Speakers at the event include Tim Cox, Director of Creative Strategy at Publix Super Markets, presenting "Hungry: Will Work For Groceries," and Stefan Mumaw, Creative Director at Callahan Creek on "Chasing the Monster Idea." Other sessions include The Nuts and Bolts of Pricing and Negotiating, Top 10 Tools to Save You Time, Design Death Match: It's Your Design Versus Your Life, Typographic Lessons from the Young Guns, How Print Design Is the Future of Interaction, How to Survive Your Soul Crushing Day Job, and more.

According to Westcott, the first 250 visitors at the 48HourPrint.com booth can get a "Designer Survival Kit," including an 8.5 x 11 design project planner notepad, brochure folding guide kit, a full-size 2013 calendar, CMYK Reference poster, business card selector tool, Post-its, graph paper doodle pad, repositionable "Print Geek" bumper sticker, and all kinds of award-winning samples, including a postcard with a detachable ruler. She says booth visitors can also enter its special drawing for \$1,000 in free print credits.

"The brochure folding guide kit is especially popular because it includes dummies of all the available folds, from gate to French, shows different papers and coatings available, and a reference chart with all the panel dimensions," Westcott says. "We're 100% committed to providing useful resources, ideas, and inspiration to make your projects look great in print."

To register for the conference, visit <http://www.howdesignlive.com>.

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**About [48HourPrint.com](http://48HourPrint.com)** Twitter: @48HourPrint Hashtag: #48HourPrint

48HourPrint.com, with headquarters in Boston, Massachusetts, printing plants in Phoenix, Arizona, and Cleveland, Ohio, and a software engineering firm and creative services group in New Hampshire, is a leading online printing services company offering high-quality printing and mailing services to organizations that value quality, speed and affordable prices. The company recently won 13 international awards for print quality. Their extensive product offerings, including business cards, postcards, brochures, greeting cards, calendars, pocket folders, banners, booklets, magnets, and posters, can be ordered online 24 hours a day, 7 days a week at 48HourPrint.com.

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