

For Immediate Release

## **48HourPrint.com Releases Interactive Mobile App for All Smartphones**

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**July 11, 2011—Boston, Massachusetts**—A new free mobile application from [48HourPrint.com](http://48HourPrint.com) allows iPhone, Android and Blackberry users to access their printing order information wherever they are. On their smartphone, 48HourPrint.com customers can view print product prices and features, check order and job information, track an order's delivery, receive special discounts exclusive to the app, and instantly connect with customer service by phone or email.

"We're very excited to be on the most popular mobile phone platforms and are confident the functionality of our mobile app will make our customers' print buying experience more enjoyable and efficient," said Andrew Gordon, [48HourPrint.com](http://48HourPrint.com) vice president of sales, marketing and business development. "We think our customers will find great value in these mobile app tools that will help them manage their print buying activities."

The [48HourPrint.com](http://48HourPrint.com) mobile application includes product and pricing information on the company's 40-plus print products and a reminder button that allows users to email themselves or a friend a link to the website products page. When users log into the app with their [48HourPrint.com](http://48HourPrint.com) user name and password, they can view details on existing orders and jobs and update account information. A direct link to the UPS website lets users track the shipping status of an order. If users have questions, they can click on the "call us" or "email us" buttons to connect directly to [48HourPrint.com](http://48HourPrint.com) customer service representatives.

After downloading the free 48HourPrint.com mobile app, users will receive discounts towards future printing orders. Additional printing discounts and specials will continuously be sent to users via the mobile application.

"I love the clean, simple graphics in the app," said George Stalle, managing partner of Fundraisers for All, who has tried the [48HourPrint.com](http://48HourPrint.com) mobile application. "The app is extremely easy to use and to scroll through the different print applications. 48HourPrint.com has done a great job with this mobile app."

"Apps for mobile devices enable customers to remain informed and supported, regardless of location or connection," said Pete Basiliere, research director in the Technology and Service Provider organization at Gartner. "Within the printing industry, these applications are an innovative use of the mobile medium that also encourages repeat business and loyalty."

48HourPrint.com will be launching an integrated multi-channel campaign that will demonstrate the best of print, email, web and mobile technologies and encourages prospects and customers to download and use these new mobile apps.

**About [48HourPrint.com](http://48HourPrint.com)**

[48HourPrint.com](http://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](http://48HourPrint.com) is setting the standard for quality online printing and service. [48HourPrint.com](http://48HourPrint.com)'s extensive product offerings, including business cards, postcards, brochures, banners, booklets and posters, can be ordered online 24 hours a day, at [www.48HourPrint.com](http://www.48HourPrint.com).

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