



PRESS RELEASE — FOR IMMEDIATE RELEASE
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48HourPrint.com Greets College Crowd, Print Pros and ‘Girls Who Print’ Next Week

Sponsors Margie Dana’s Print + Media Conference, Helps Organize LinkedIn Group Meetup in Boston

Boston, Massachusetts — 48HourPrint.com announces today its sponsorship of PBI’s Print + Media Boston Conference, a daylong educational event hosted by Print Buyers International next week in that’s drawing marketers, creative directors, and graphic designers from across the country, including a large “college crowd” from universities, according to Margie Dana, founder of PBI.

“There are lots of events for marketers, designers, and creatives, but an educational event that addresses the common concerns that they all have relative to print and other media is rare,” Dana says. “This conference features speakers who are rock stars in their field.”

Held at The Inn at Longwood on April 11, the event includes session topics such as advances in digital printing, print buying best practices, a resource and idea swap, QR codes, and sustainability, according to Dana, who says a few tickets are still available. 48HourPrint.com, a yearlong corporate sponsor of PBI, is exhibiting at the show, and plans to give away samples of its award-winning printing and unique resources, like a CMYK color guide poster, at its booth.

“This is an elite crowd of buyers and creatives,” says Ali Westcott, senior director of marketing at 48HourPrint.com. “We might surprise a few folks when they see the quality they get from us, with super-fast turnaround and easy 24/7 ordering, proofing, and invoicing. We’ve got digital and variable data, but our top services are sheetfed offset printing and mailing of postcards and brochures in a sweet spot from 500 to 50,000 pieces or more – perfect for the college crowd.”

With facilities in Massachusetts, Arizona, Ohio, and New Hampshire, 48HourPrint.com offers printing and mailing services to 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. 48HourPrint.com produces 40 products, sheetfed offset or digitally, all backed by the firm’s 48 Hour Turnaround Guarantee. They also offer a free Mobile App for order tracking and more.

According to Westcott, the night before the conference there’s a local meetup of Girls Who Print, a popular LinkedIn group with 3,500 members nationwide founded by Mary Beth Smith, VP of Sales and Marketing at Alphagraphics in Texas. A cocktail hour starts at 7 pm April 10 at Eastern Standard Kitchen

and Drinks in Kenmore Square, says Westcott, who helps organize Boston events for the group along with Smith and Brian Regan from Semper International.

“The meetup is a ‘strictly fun’ icebreaker the night before the show – we’ve got reservations for 30 people, and session presenters are invited, too,” she says. “And yes, men are invited as long as they have a sense of humor.”

The conference kicks off early at 8 am the next day, and Westcott says 48HourPrint.com will be providing attendees CMYK color guide posters, “Print Geek” bumper stickers on a unique waterproof substrate, and a complex iron-cross piece that showcases the company’s specialty services, including PMS colors, rounded corners, custom die-cut shapes, perforating, and scratch-off coins for game pieces.

“We have scads of options available for choosy print buyers and designers through the Custom Quotes feature on our website,” Westcott says. “Complex projects are quoted and provided to you within 24 hours . . . we can print up to 6 over 6 colors plus free matte and gloss coatings, and UV for a small additional fee. And the best part is we can produce many specialty projects within 5 days.”

“48HourPrint.com is a very active Print Buyers International supporter and partner. They help me think of ways to serve and communicate with our members and audience,” Dana says. “They may be an e-commerce company, but with the people and personalities behind it, they offer a very personal experience to their customers. And my business cards have never looked better.”

To register for PBI’s Print & Media Conference, visit www.printbuyersinternational.com and for the Girls Who Print meetup visit <http://girlswhoprintmeetup.eventbrite.com/>.

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About 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 and posters, can be ordered online 24 hours a day, 7 days a week at 48HourPrint.com.

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