



## press release

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FOR IMMEDIATE RELEASE

January 28, 2010

## Concord Litho Hires Direct Mail Expert to Expand Mailing and Fulfillment Services Division

CONCORD, N.H. — Christine J. Erna recently joined Concord Litho to oversee expansion of the company's Mailing and Fulfillment Services Division, its CEO announced today.

Erna brings with her more than 25 years of experience in direct mail design, analysis, and training, including 18 years with the United States Postal Service, says Peter Cook, CEO of Concord Litho, a \$42 million Northeast printing firm serving a roster of national clients, including Publishers Clearing House, TD Bank, and the World Wildlife Fund.

“Christine has an incredible wealth of experience and knowledge and is immediately available as a valuable resource for our clients, for mailpiece design, consultation, and postal optimization programs,” Cook says. “In her role, she is charged with leading plans to add in-house lettershop capabilities and enhance mailing and fulfillment services in 2010.”

As director of Mailing and Fulfillment Services, Erna will provide additional variable data and multichannel marketing expertise for Concord Litho's Direct Mail Division, which has five heat-set web presses with extensive in-line finishing, including multiple ribbons, perfering, die-cutting, remoist and wet gluing, and ink-jetting of variable data like addresses, logos, charts, and QR codes. And Erna, who currently serves on the Postal and Government Affairs committee of the Mailing and Fulfillment Service Association, will also serve as internal consultant for Concord Litho's Fundraising Division, which provides strategic planning, creative design, and mailing services for non-profit organizations.

MORE



Before joining Concord Litho, Erna was EVP of Mailing & Fulfillment at Vermillion for two years, EVP at Fulfillment Print & Mail Solutions (FPMSI) for six years, and a mailpiece design analyst and educator at the United States Postal Service for 18 years.

A certified Mailpiece Quality Control Specialist and Address Quality Specialist, Erna is also a popular presenter who often speaks at industry conferences such as Print Buyers International, MailCom, NEDMA, and PINE.

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**NOTE TO EDITORS:** Photographs, a mini-interview with Christine, text-only file, and other resources are available to you at <http://www.concordlitho.com/meetchristine> or by emailing [ali@concordlitho.com](mailto:ali@concordlitho.com) or by direct messaging @concordlitho on Twitter.

#### ABOUT CONCORD LITHO

Founded in 1958, Concord Litho is an independent, \$42 million printing company in New Hampshire with six heat-set web and large-format sheetfed presses, serving a roster of national clients, including TV Guide, Rodale, Publishers Clearing House, TD Bank, Dunkin Donuts, and the World Wildlife Fund. It is chain of custody certified by both the Forest Stewardship Council and the Sustainable Forestry Initiative, a G7 Master Printer, a Direct Marketing Association Premier Supplier, a member of the Mailing and Fulfillment Service Association, and has won more than 50 printing excellence awards in the past three years. For more information, visit [www.concordlitho.com](http://www.concordlitho.com) or email [print@concordlitho.com](mailto:print@concordlitho.com) today.