



press release

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FOR IMMEDIATE RELEASE

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Concord Litho Wins 12 Printing Excellence Awards

CONCORD, NEW HAMPSHIRE – Concord Litho, one of the country's leading independent printers, won Best in Show and a dozen printing excellence honors at the 24th annual Tyler Awards ceremony held October 26 in Manchester.

Out of its 13 submissions, Concord Litho won 12 awards for its printing for regional and national clients, ranging from Vermont-based Applejack Art Partners, whose large-format poster won Best in Show, to TV Guide, whose magalog product introducing its bigger format size was a hit with the judges.

"Our customers rely on us for the quality of their printed materials, and these awards speak to that trust," says CEO Peter Cook.

Sponsored by the NH Graphic Arts Association, the H. James Tyler Awards recognize print excellence, quality, and innovation in 23 different categories, with entries from printers throughout the state. Concord Litho dominated the five categories it entered (winning all first places): Magazines, Catalogs & Calendars;

Posters & Art Prints; Web Printing (Heat Set); Specialty Printing and Packaging; and Invitations, Announcements & Greeting Cards.

Printing That Looks - And Smells - Great

Among the most interesting winners was a product Concord Litho produced for New York-based agency EastWest Creative that smelled as good as it looked (Specialty Printing and Packaging category): A Warner Home Video Charlie & the Chocolate Factory DVD insert. The piece was folded to look like a "Wonka Bar" and infused with a true-to-life smell of chocolate, thanks to a coating of special varnish. The piece was printed on a web press that has extensive inline finishing capabilities (meaning the press can print, fold, die-cut and even glue the piece in one pass through the press).

Concord Litho, which prints more than a billion greeting cards a year, also won first and second place for boxed greeting cards produced on behalf of Massachusetts-based agency THD for the American Lung Association and for membership cards for the St. Jude Shrine. Best in Show honors -- and first place in the Posters & Art Prints category -- went to Concord Litho for its production of a 38-by-40-inch poster titled "Mandarin" for Vermont-based Applejack Art Partners and its Posters & Prints division. Featuring a striking orange flower, the poster was printed with fade-resistant inks on a 7-color KBA large-format sheetfed press.

Another standout at the awards was a 10.5-inch-by-4-foot Moon Phase poster for New York City publishing company Davis-Delaney

Arrow. Run on Concord Litho's 7-color KBA large-format sheetfed press, the poster features intricate trapping, metallic inks, and gloss and matte varnishes. The posters are available at retail stores and online at www.lunarcalendar.com.

"We're very proud of the men and women of Concord Litho who take special care of all our customers' work, day-in and day-out," Cook says. "Their talents make this kind of recognition a reality. And we congratulate our customers who now have more award-winning promotional pieces to showcase."

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NOTE TO EDITORS:

A full listing of awards Concord Litho won is available on the following page.

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About Concord Litho

Established in 1958 in Concord, New Hampshire, Concord Litho is a family-owned, full-service commercial printer offering a variety of products and services, including web and sheetfed printing, bindery, and an in-house creative design agency. Clients include AOL/Time Warner, Verizon, World Wildlife Fund, TV Guide, and the American Heart Association. For more information, visit us online at www.concordlitho.com or email info@concordlitho.com.

About the New Hampshire Graphic Arts Association

A trade association for graphic arts and printing firms in New Hampshire. The association currently has over 50 member companies. For more information visit www.nhgaa.org.

2005 TYLER AWARDS WON BY CONCORD LITHO:

Magazines, Catalogs & Calendars Category:

First Place: Concord Litho - Savage Arms, Mini-Catalog. This is the second year in a row Concord Litho won this award in this category - and for this client. Headquartered in Westfield, Massachusetts, Savage Arms is one of the largest manufacturers of firearms in the United States. This piece, a mini-catalog with many complicated crossovers that demanded high levels of quality and registration, is used to mail to customers and hand out at tradeshow.

Second Place: Concord Litho - TV Guide, Magalog. Longtime Concord Litho client TV Guide had a big year this year, including the introduction of its new bigger-size format. This award-winning promotional piece, a saddlestitched product known as a magalog, was designed to introduce TV Guide's new format to readers and subscribers. It was die-cut inline.

Third Place: Concord Litho - THD, US Olympic Committee, Calendar. Massachusetts ad agency THD called on Concord Litho to produce the U.S. Olympic Committee's 2006 calendar, which was used as a premium in its fundraising efforts.

Posters & Art Prints Category:

First Place: Concord Litho - Applejack Art Partners, Mandarin poster. Best in Show. Applejack Art Partners and its Posters & Prints division, based out of Vermont, is known nationwide for its quality products. Concord Litho produced the 38-by-40-inch poster titled "Mandarin" on its 7-color KBA large-format sheetfed press. The piece - which won first place and was awarded "Best in Show" honors - was printed on 100-pound cover stock with fade-resistant inks, featuring a striking orange flower.

Second Place: Concord Litho - Davis-Delaney Arrow, Moon Phase poster. Concord Litho produced a series of Moon Phase 10.5-inch-by-4-foot posters for this New York City publishing company. Run on a 7-color KBA large-format sheetfed press, the piece features intricate trapping, metallic inks, and gloss and matte varnishes. The posters are available at retail stores and online at www.lunarcalendar.com.

Web Printing (Heat Set) Category:

First Place: Concord Litho - The Wine Enthusiast, Wine Expressions booklet. The Wine Enthusiast operates a catalog business out of New York and publishes *Wine Enthusiast Magazine*. Concord Litho won first place for its production of a backbone-pasted booklet that's tipped onto a carrier, all produced inline on a web press. The insert is tucked into the company's magazine in a way that allows the reader to remove it intact.

Second Place: Concord Litho - Holiday brochure for a national coffee company. Concord Litho printed this special gift offer brochure for a New York City agency.

Third Place: Concord Litho - Telecom brochure. Brochure produced for a large telecommunications company.

Specialty Printing and Packaging Category:

First Place: Concord Litho - Rodale, American Heart Association lift & reveal inserts. Concord Litho printed this magazine insert for publishing giant Rodale on behalf of the American Heart Association. The piece, printed on a web press and finished inline, features a die-cut heart that, when lifted, reveals a special message.

Second Place: Concord Litho - EastWest Creative, chocolate-scented DVD insert. Concord Litho produced this Warner Home Video magazine insert for New York-based agency EastWest Creative as part of a "Charlie & the Chocolate Factory" ad campaign.

Invitations, Announcements & Greeting Cards Category:

First Place: Concord Litho - THD, American Lung Association greeting cards.

Second Place: Concord Litho - St. Jude's Shrine Novena membership cards.

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