



## press release

Contact: Ali Westcott, Communications Director  
Email: ali@concordlitho.com Phone: (603)410-1456  
Mail: Concord Litho, 92 Old Turnpike Road, Concord, NH 03301

FOR IMMEDIATE RELEASE - PHOTOS AVAILABLE  
MARCH 18, 2008

### ***Concord Litho Wins 15 International Printing Awards*** Point-of-Purchase Displays, Brochures, and Silver Touchplates Bring Top Prizes

CONCORD, N.H. - Concord Litho won 15 awards in the 33rd annual International Gallery of Superb Printing competition, which was celebrated at a gala event in Las Vegas this January.

Concord Litho won six Golds, four Silvers, three Bronzes, and two Honorable Mentions for excellence in heat-set web and sheetfed printing for national clients, including Brookstone, TV Guide, Rodale, Friendly's, TD Banknorth, and Disabled American Veterans.

Brochures and large-format point-of-purchase display projects brought in a third of Concord Litho's awards, and two featuring silver touchplates brought home Gold. Other winning projects included calendars, interactive magazine inserts with Peel-n-Reveal and scented varnish, art prints, and greeting cards.

More than 2,300 entries were submitted by top printing firms for this year's competition, which is sponsored by the International Association of Printing House Craftsmen (IAPHC), an international trade association for the printing and graphic arts industry.

"The judges of the 33rd International Gallery were duly impressed by the talents of Concord Litho," said Kevin Keane, President of IAPHC. "We have followed Concord Litho's award-winning history ... the firm is celebrating 50 years in business and has become well-known as one of America's best run independent commercial printers with a highly creative product and service portfolio."

MORE

According to Keane, several panels of printing experts evaluated entries in three rigorous technical rounds, judging the quality and difficulty of the graphic arts processes used -- from ink coverage, intensity of solids, registration and dot structure to paper usage, binding, finishing, degree of difficulty, overall visual appearance and effective communication.

#### **THE PMS 877 "SILVER TOUCH"**

A favorite among the judges was Brookstone's high-end iDesire Massage Chair brochure, which was printed on Concord Litho's 7-color KBA large-format sheetfed press with a stunning PMS 877 silver touchplate that helped this project win a Gold award. Two other Concord Litho brochure projects - for TD Banknorth and the Mount Washington Resort - took home Silver awards.

Concord Litho, which prints 50 million calendars annually, also won four awards for calendar projects for the American Lung Association, Disabled American Veterans, and for its own promotional calendar, which won Gold thanks again in part to a PMS 877 silver touchplate. Point-of-purchase display winners included a Gold for an UnderArmour HeatGear Golf display (25-by-51 inches) featuring a unique sunblocking printing process, and a Bronze for Friendly's large-format "Summertime Chillers" standee.

For heat-set web printing, Concord Litho scored another Gold for a high-profile TV Guide magazine insert project that promoted a May Sweeps "Laugh'n'Sniff" episode of NBC's "My Name is Earl." Printed on a 10-unit web press with a 3.5-inch hanger perfed inline, the insert had six scented varnishes (clean laundry, Oreo, cinnamon buns, buttered popcorn, "new car," and stinky men's cologne).

Other standouts include a Gold and Silver for large-format art prints for Applejack Art Partners, an Honorable Mention for an interactive Peel-n-Reveal magazine insert for Rodale, and awards

for specialty greeting cards (one that smells like gingerbread cookies, and one that sparkles with GlitterCoat).

--- 487 words ---

=====

**NOTE TO EDITORS:** Photographs of the [winning projects](#) and a detailed listing of all awards won are available online at <http://www.concordlitho.com/newsroom> or upon request.

=====

**ABOUT CONCORD LITHO**

Celebrating its golden anniversary this June, Concord Litho is an independent, \$45 million heat-set web and sheetfed printing company in New Hampshire that serves a roster of national clients, including TV Guide, Rodale, Publishers Clearing House, TD Banknorth, Dunkin Donuts, and the World Wildlife Fund. It annually produces more than 100 million magazine inserts, 60 million brochures and folded maps, 100 million FSIs and statement stuffers, and a billion greeting cards. It also produces more than 1 million large-format point-of-purchase displays for top retailers and quick service restaurants. For more info, visit <http://www.concordlitho.com> or e-mail [print@concordlitho.com](mailto:print@concordlitho.com).

**ABOUT THE IAHPC**

Founded in 1919, the International Association of Printing House Craftsmen is a global trade association for the printing and graphic arts industry. Headquartered in Minnesota, it serves as a "Graphic Professionals Resource Network" to more than 4,000 members through regional chapters and its mission is to Educate, Promote, Inform, and Connect its members and the global graphic community. Its annual awards competition, now in its 33<sup>rd</sup> year, draws thousands of entries from the world's top printing firms. For more info, visit <http://www.iaphc.org>.

-- End --

15 INTERNATIONAL PRINTING AWARDS WON BY CONCORD LITHO  
[VIEW ONLINE AWARDS GALLERY](#)

GOLD - Brookstone iDesire Massage Chair Brochure - sheetfed printing - CMYK plus PMS 877 silver touchplate and all-over matte aqueous coating.

GOLD - Under Armour HeatGear Golf POP Display - sheetfed printing - CMYK fade-resistant inks + all-over gloss aqueous; special sunblocking process.

GOLD - TV Guide "My Name is Earl" Scent Card - heat-set web printing - CMYK + 6 microencapsulated scented spot varnishes (clean laundry, Oreo, cinnamon buns, buttered popcorn, "new car," and stinky men's cologne).

GOLD - American Lung Association's "Breathtaking Views" Calendar Planner - heat-set web printing.

GOLD - AppleJack Art Print #YNO930 (Red Flower) - sheetfed printing - CMYK with fade-resistant inks on 80# Media Silk Cover.

GOLD - Concord Litho's Limited-Edition 2007 Promotional Wall Calendar - sheetfed printing - Covers printed CMYK + PMS 877 silver touchplate + spot gloss varnish + spot matte varnish on 100# Euro Art Gloss Cover stock. Text printed CMYK plus overall matte aqueous on 80# Art Gloss Text.

SILVER - Applejack Art Print #YNO931 (White Flower) - sheetfed printing - CMYK with fade-resistant inks on 80# Media Silk Cover.

SILVER - TD Banknorth Core Brochures - sheetfed printing - covers printed CMYK with spot satin aqueous (both sides) on 7 pt Sterling Ultra Matte stock.

SILVER - Mount Washington Resort Spring Brochure - heat-set web printing - CMYK plus spot satin varnish on covers and all-over satin varnish elsewhere on 80# Finch Fine Opaque Smooth text.

SILVER - Concord Litho Greeting Card with GlitterCoat - sheetfed printing - printed 5/1 - CMYK + PMS 287 Blue with all-over matte coating on front and K on inside. Printed with wax-free inks so special UV GlitterCoat could be applied to finish the cards (sparkles stay on your product, not your hands).

BRONZE - Friendly's "Chillers" Summertime Standee - sheetfed printing - CMYK with fade-resistant inks with all-over gloss aqueous on 100# Emerald Gloss Text stock.

BRONZE - Disabled American Veterans "Sea to Shining Sea" Calendar - sheetfed printing (covers) and heat-set web printing (text).

BRONZE - American Lung Association's "Breathtaking Views" Square Soft-Folded Calendar - heat-set web printing.

HONORABLE MENTION - Rodale's Peel-n-Reveal American Heart Insert - heat-set web printing - diecutting done inline - hearts diecut with ticks to keep heart intact for perfect binding and die-scored across the top of heart to help consumers "lift" open to reveal message.

HONORABLE MENTION - Concord Litho's Holiday Greeting Card - sheetfed printing - printed 5/1 - CMYK + spot microencapsulated scented varnish (gingerbread cookie) on the front and black text on inside.