

January 2009 - News Brief

‘Pickle-Scented Shrek’ Project Wins Top Honors

Concord Litho wins three prizes for heat-set web and large-format sheetfed projects at the annual Printing Industries of New England Awards of Excellence Competition



CONCORD, N.H. – Concord Litho took home three prizes at the annual Printing Industries of New England Awards of Excellence ceremony recently, including a crystal Pinnacle for a kids Valentine’s Day card project featuring the DreamWorks character Shrek, who – thanks to a clear coat of microencapsulated scented varnish – smells like dill pickles.

Produced for Paper Magic Group, the Shrek project won top honors in the largest division for the Special Finishing – Inks, Coatings and Fragrances category; it was produced on one of Concord Litho’s five heat-set web presses, and features dill pickle Rub ‘N Smell scented varnish. The awards ceremony was held November 6 in Massachusetts.

Concord Litho, which has annual sales of \$43 million, also won two Awards of Merit in the Cards category for Division IV: another card in the Paper Magic Group Valentines series that featured characters from “The Bee Movie” and honeycomb scented varnish, and an eco-friendly project produced on Concord Litho’s large-format KBA sheetfed press for a local greeting card company.

ABOUT CONCORD LITHO

Founded in 1958, Concord Litho is an independent, \$43 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 Banknorth, Dunkin Donuts, and the World Wildlife Fund. It has won more than 50 printing excellence awards in the past two years and was the first official heat-set web and sheetfed printing test site for the application of microencapsulated Scentsisphere™ Rub N’ Smell scented varnishes. For more information, visit www.concordlitho.com or email print@concordlitho.com today.

ABOUT PRINTING INDUSTRIES OF NEW ENGLAND (PINE)

Printing Industries of New England is the region’s largest trade association for printing and graphic communications companies, representing New England’s \$12 billion print marketplace. Visit www.pine.org for more information.