



PICTORIAL OFFSET CORPORATION

111 AMOR AVENUE, CARLSTADT, NEW JERSEY 07072-0157, 201-935-7100, FAX: 201-935-3254
www.pictorialoffset.com EMAIL: general@pictorialoffset.com

FOR IMMEDIATE RELEASE

Contact:

Mac Byrd

Pictorial Offset Corporation

111 Amor Avenue

Carlstadt, NJ 07072

Phone: 201-935-7100

Marketing@pictorialoffset.com

www.pictorialoffset.com

PICTORIAL OFFSET CORPORATION'S GARY PAWLACZYK TO MODERATE GLOBAL WARMING PANEL AT APC-NY MEETING

Carlstadt, NJ, February 22, 2007 - Pictorial Offset Corporation, the leader in addressing environmental issues affecting commercial printing for over 25 years, is proud to announce that it's Senior Vice President of Sales and Marketing, Gary Pawlaczyk, will be moderating an industry panel for the Advertising Production Club of New York City entitled, "How You Can Help Fix Global Warming: *Environmentally Sustainable Advertising and Print Production.*"

Global warming and environmental responsibility are hot topics. Corporate brands are looking for ways to not only do the right things for the environment and to practice sustainability, but also to let their stakeholders - customers and shareholders - know the core values of the corporation. The trend of environmentally responsible communications is on the up-swing, but many agencies and corporations don't know how to get started. This session will explain how you and your organization can take meaningful steps that will appeal to customers, clients, individual shareholders, and institutional investors.

Panelists for the presentation will include Lewis Fix, Domtar EarthChoice Environmental Papers, Liza Murphy, Rainforest Alliance, and Don Carli, Institute for Sustainable Communication.

This Ad Production Club session will be held at Sarabeth's, 40 Central Park South, between 5th Avenue and the Avenue of the Americas, New York City on Wednesday, March 14 from 9:00am until 11:00am.

Both members and non-members of APC-NY are welcome, but reservations are required at www.apc-ny.org.

About Pictorial Offset Corporation:

Pictorial Offset Corporation, the leader in addressing environmental issues affecting commercial printing for over 25 years, is the largest privately-owned, single-facility commercial printer in the United States. Family-owned since 1938, Pictorial is one of the nation's fastest growing commercial printing companies, serving many of the Fortune 500 corporations. Pictorial Offset Corporation is the first commercial printer of its kind in the world to earn dual quality and environmental compliance accreditations of the International Standards Organization (ISO 9002: 1994 and ISO 14001:1996); to be both Forest Stewardship Council (FSC) chain-of-custody certified and Sustainable Forestry Initiative (SFI) chain-of-custody certified; and to become carbon-neutral by way of reforestation via the Conservation Fund. Pictorial Offset was named "2005 Printer of the Year" by Printing News Magazine and was recently elected into the United States EPA National Environmental Performance Track Program. To learn more about Pictorial Offset Corporation, please visit www.pictorialoffset.com.