



# 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

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## **FOR IMMEDIATE RELEASE**

### **Contact:**

Mac Byrd  
Pictorial Offset Corporation  
111 Amor Avenue  
Carlstadt, NJ 07072  
Phone: 201-935-7100  
[marketing@pictorialoffset.com](mailto:marketing@pictorialoffset.com)  
[www.pictorialoffset.com](http://www.pictorialoffset.com)

## **PICTORIAL UNIVERSITY'S MAY 2007 DATE AND SPONSORS ANNOUNCED**

Carlstadt, NJ, March 29, 2007 - Pictorial Offset Corporation, the leader in addressing environmental issues affecting commercial printing for over 25 years, is proud to announce that Sappi Paper Company and the Graphic Communications Group of the Eastman Kodak Company will be co-sponsoring the upcoming Pictorial University Spring 2007 session.

The theme for the Pictorial University Spring 2007 session is  $Q=E^2$ , or Quality equals Excellence in Execution. This session of Pictorial University will be held at the Glenpointe Marriott Hotel in Teaneck, New Jersey on May 15<sup>th</sup>, 2007, and will explore new trends and technologies in the paper and printing industry – and how these new developments can and do affect final print quality.

A unique selection of qualified experts will join Sappi Paper and Kodak in exploring these emerging technologies and will also provide some practical tools to put to work immediately after the Pictorial University session.

Other industry experts will be defining Quality and exploring the new trends and technologies that are impacting our industry and our expectations...

Early registration is available by contacting Pictorial Offset Corporation through e-mailing your name, company affiliation and contact information to [marketing@pictorialoffset.com](mailto:marketing@pictorialoffset.com).

Pictorial University welcomes print buyers, marketing managers, corporate communications professionals, graphic designers and advertising agencies to its classes. We welcome members of AIGA-NY, P-3, APC-NY and IdeAlliance that are in these professions.

### **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](http://www.pictorialoffset.com).*