



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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Contact:

Mac Byrd
Pictorial Offset Corporation
111 Amor Avenue
Carlstadt, NJ 07072
Phone: 201-935-7100
marketing@pictorialoffset.com
www.pictorialoffset.com

PICTORIAL OFFSET PRESSROOM SEMINAR A BIG SUCCESS

Carlstadt, NJ, April 23, 2007 - Pictorial Offset Corporation, the largest privately-owned, single-facility commercial printer in the United States, recently hosted a pressroom seminar for ad agency production and studio personnel titled, "The Pursuit of Quality: How to Read a Press Sheet." Attending clients declared the event an overwhelming success.

The seminar took place at the printing facilities of Pictorial Offset Corporation in Carlstadt, New Jersey on April 17th from 11:00am until 2:00pm and featured Daniel Dejan of Sappi Fine Paper, among the speakers who addressed such issues as, "How to Troubleshoot on Press," "How to Read Color Bars for Consistency," and "Color Theory and Color Standards."

Tours of the printing plant were included along with lunch and a special presentation on "How to Manage Your Printer," presented by Pictorial Offset. Close to 40 industry professionals from advertising agencies, corporations and graphic design firms attended the landmark presentation. All participants received copies of the printing industry classic, "The Pocket Pal," a copy of Sappi's "How to Read a Press Sheet," and a copy of Sappi's "On-Press Troubleshooting Guide."

According to Donald Samuels, Managing Partner of Pictorial Offset Corporation, "the large number of people that attended this seminar, despite the challenges of the inclement weather, indicates the need for better communications and empathy between the various stakeholders and producers in our industry. Pictorial Offset is proud to be a leading resource for our clients and prospects in bringing them educational programs including the latest trends and technologies that are affecting efficiencies in commercial print production, content management and other print and digital media distribution issues."

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.