



# 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 ADDS SESSIONS AND SPEAKERS

Carlstadt, NJ, April 30, 2007 - Pictorial Offset Corporation, the largest privately-owned, single-facility commercial printer in the United States, [We have obtained Tony Russell, President of Anthony Russell Design and The Corporate Good, to discuss "What is Quality" from the perspective of the Graphic Designer. Tony has been an icon in the Graphic Design world for decades and is President Emeritus of the AIGA. Tony is an award winning creative director specializing in strategic counsel and conceptual guidance on high profile design projects. For over three decades, he has guided a diverse body of strategic communications for blue chip organizations such as JPMorgan Chase, Credit Suisse First Boston, Curtiss-Wright, Alliance for Downtown New York and NASDAQ. Russell Design has also worked extensively in the not-for-profit world for City Harvest, Children's Aid, and Safe Horizon. He is President of the Board of Dancing in the Streets, an arts organization that celebrates the City through site-specific performance. Russell Design's most recent CSR-related project was Pfizer's first global corporate citizen report.](#)

[We have also added a special 15 minute segment to the program called, "New Postal Regulations and What They Mean to You." Because of the May 14, 2007 Postal Rate increase, we have asked the USPS and PICTORIAL MAILWORKS to present a 15 minute update session on the new Postal Regulations and what they mean to Direct Marketers. Learn what is happening with rate increases and size and class categories for Postcards, Letters, Flats and Parcels – and learn new ways to save money on your next mailings.](#)

[I hope this is the information that you were looking for, Susan. We are excited about these and all of the programs for this session of Pictorial University.](#)

[Pictures Attached]

**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).*