



# PICTORIAL OFFSET CORPORATION

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## FOR IMMEDIATE RELEASE

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## PICTORIAL UNIVERSITY CONTENT DRAWS RECORD CROWD FROM NEW YORK CITY

Carlstadt, NJ, May 29, 2007 - Pictorial Offset Corporation, the largest privately-owned, single-facility commercial printer in the United States, recently hosted its annual Pictorial University Spring session in Teaneck, New Jersey and reached a new record of attendance by New Yorkers coming to the venue. The attendance of New Yorkers was up by 47% at this last session.

According to Donald Samuels, Managing Partner of Pictorial Offset Corporation, "The jump in New Yorkers attending our New Jersey session is due to the relevant content of this session's program. We had many of the major industry leaders with Jim Mikol of Leo Burnett, Brenda Barozzi and Anthony Bellacicco from DRAFTFCB, Tony Russell from Russell Design and The Corporate Good, Joe Isaak from Sappi Fine Paper, and Nick Patrissi and Michele Laird-Williams from Kodak's Graphic Communications Group. The keynote speaker, Peggie Pelosi from Orenda Connections in Toronto, touched every member of the audience with her topic of "Corporate Karma" – and she had some of the highest attendees' scores on record for our Pictorial University."

Pictorial University is held twice each year – first in May in New Jersey and then in October in New York City. Pictorial University is dedicated to bringing trends, ideas and solutions to the graphic arts industry. Pictorial University is open to all print buyers, designers and corporate marketing personnel. To register or obtain more information, please send a message to [Pictorialuniversity@pictorialoffset.com](mailto:Pictorialuniversity@pictorialoffset.com) or [marketing@pictorialoffset.com](mailto:marketing@pictorialoffset.com) and provide your name, company and contact information.

Samuels continued to say, "Stay tuned for our Pictorial University Fall 2007 session coming to New York City this October. It promises to be more controversial and relevant to print buying, promotion and advertising than ever. We can't tell you the line up of speakers yet, but keep your eyes on the business and trade press for more information."

### 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).*