



## NEWS RELEASE

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### **Specialty Print Communications Awarded the “Benny” in International Print Competition**

**Niles, IL — August 3, 2011 —** Specialty Print Communications (SPC) of Niles, IL was awarded a Benny, the highest honor in the 2011 Premier Print Awards, for their entry Sprint Dimensional B2B Campaign. The Premier Print Awards, the graphic arts industry’s largest and most prestigious worldwide printing competition, recognize outstanding achievement in print production.



The Premier Print Awards are the printing industry’s oldest and largest worldwide graphic arts competition, hosted by Printing Industries of America. In its 62<sup>nd</sup> year, the annual contest recognizes those responsible for the creation and production of superior print communications. The event promotes excellence in print communications and rewards companies and individuals who produce the very best in print media.

This year, more than 3,200 entries were received from printing and graphic arts firms from around the world, and judges awarded the Benny to the top entry in each category. “We are fortunate to work with insightful creative groups who have a keen imagination when working with print. Their vision, and the strength of the Sprint Brand made this award in direct mail possible,” said Adam LeFebvre, President “It’s an honor to be recognized by the industry as a company that produces award-winning print.”



Michael Makin, president and CEO of Printing industries of America, agrees. “The Benny winners represent the best our industry has to offer. This year’s entries were outstanding. There were

entries from companies in 13 countries. Despite the fierce competition, SPC, through hard work and dedicated craftsmanship, produced a piece worthy of the Benny.”

SPC will receive their Benny at The Premier Print Awards Gala, which honors all the companies that had the top award conferred upon them. The 2011 Gala is scheduled for Sunday, September 11, 2011 at the Chicago Marriott Downtown, Magnificent Mile, Chicago, IL.

For more information about the Premier Print Awards, contact Chrystal Senay at 412-259-1736 or [csenay@printing.org](mailto:csenay@printing.org).

For more information about SPC contact Dustin LeFebvre at 847-600-5614.

**About Printing Industries of America:** Printing Industries of America (PIA) hosts the Premier Print Awards. Headquartered in Sewickley, PA, PIA is the world's largest graphic arts trade association representing an industry with approximately 1 million employees. It serves the interests of more than 10,000 member companies. PIA, along with its affiliates, delivers products and services that enhance the growth, efficiency, and profitability of its members and the industry through advocacy, education, research, and technical information.

**About SPC:** Founded on decades of print innovation, SPC continues to push forward breaking new ground, bringing new technologies to market that deliver relevant, impactful marketing communications. Multiple format web, sheetfed and digital presses marry with comprehensive in-house finishing and mailing to deliver massive projects in just days. From intelligent loyalty card issuance to the most complex inline formats, marketing-on-demand to synthetic cards, SPC is one of the country's foremost single-source providers of print solutions.