



## **Cenveo Teams with Distant Counterpart to Produce Complex Job for Leading Paper Manufacturer**

ENGLEWOOD, Colo.--(BUSINESS WIRE)--Feb. 15, 2005--The little matter of the 2,660 miles between them was just a minor production detail for the Atlanta, Georgia, and Portland, Oregon facilities of Cenveo (NYSE:CVO) as they joined forces to complete a complex promotional project for Georgia-Pacific.

Producing the "Win with Georgia-Pacific" package linked the capabilities of both plants in a fashion typical of the Commercial segment of Cenveo, a leading provider of visual communications. It also demonstrated the get-it-done attitude that keynotes operations in Atlanta, where Cenveo is a regional leader in annual reports, marketing materials, and other high-quality printed products.

"Win with Georgia-Pacific" is a multi-part sales kit consisting of a sports-themed paper swatch book and supporting items. Its pages are a mix of coated and uncoated papers printed with conventional, UV, and digital inks. Rose Mery Cox, the Cenveo account executive for Georgia-Pacific in Atlanta, says it was clear from the outset that the best way to handle the job would be to assign its various components to the Commercial segment facilities best equipped to handle them.

Thus, Portland was tasked with the production of the swatch book because of its expertise in UV printing. Atlanta printed the kit's pocket folder, letterhead, and insert brochures. A digital color press was used for the tabbed section of the swatch book that showcases the reproduction qualities of Georgia-Pacific's digital papers.

Cox notes that splitting production between the plants meant meeting critical ink matching and proofing requirements in both locations. With the help of remotely accessed PDF proofs and the support of a project coordinator in Portland, she was able to track and control all phases of the job until it was time to go to Oregon for the press check that would release the swatch book to full production.

Also traveling from Atlanta to Portland for the three-day exercise was Charmaine Ward Jackson, Georgia-Pacific's director of marketing and communications, who calls working with Cenveo in two locations "well orchestrated - resulting in a great experience and swatch book for Georgia-Pacific."

Jackson says she approved production of about 20,000 copies of "Win with Georgia-Pacific," which recently were sent to all of the company's merchant distributors, sample houses, and other customer accounts. A souvenir for sports fans as well as a sales tool for paper dealers, the kit sparks excitement with vivid images of athletic competition, a sports trivia section, and

a glossary of sporting terms.

"It aims to inspire the same feeling you get when somebody slides into the plate and scoring a run," Jackson says.

She adds that because a swatch book is a paper company's most quality-critical promotional item, the choice of Cenveo to produce "Win with Georgia-Pacific" was a carefully considered one.

"First and foremost, Cenveo offered us good value," Jackson says. "The choice wasn't about going with the lowest vendor, but with the vendor that would give us a well-rounded bid meeting all of our requirements for quality and service."

She adds that she was "extremely impressed" with the Cenveo personnel she dealt with, but particularly Cox, whom Jackson credits with having "a wealth of experience in the paper industry."

Cox says that "Win with Georgia-Pacific" is an excellent example of the Cenveo ability to provide whatever its customers want by tapping into the extensive resources of the Commercial segment. Consisting of more than 60 print and envelope plants across North America, Cenveo offers customers local service as well as access to everything that Cenveo has to offer for getting the job done.

This access gives Cenveo sales representatives a powerful competitive edge, according to Cox, a former paper sales professional who has been with the company for six years.

"One of the main reasons I decided to work for Cenveo is that I'm not limited to the capabilities of one plant," she says. "If we can't do it in Atlanta, we can get it for the customer from another Cenveo location."

The option came in handy for Cox when another of her customers needed a very large format offset press for an order of wrapping paper. She sent the job to the Cenveo facility in St. Louis, MO, which has a six-color, 55" machine in its pressroom. "I checked around, and I discovered that no other printer in the Atlanta market had the equipment for this job," says Cox. "That's why we got it."

In the same way, Cox got the checkered flag from NASCAR in a project that required web offset printing -- a capability that the Atlanta facility does not have. However, the Cenveo facility in Waterbury, CT has advanced heatset web equipment, and that was where Cox sent the job. Flexibility in the bidding and estimating process also was a point in her favor: "I was able to get the best price for the customer by quoting the job at three different Cenveo facilities. That's another advantage of selling for a company that has a national footprint."

According to Cox, these factors add up to leadership in its regional market and strength on a national scale as well. "What sets us apart from our competitors is the depth of our service -- the way we can pool all of our assets to offer up solutions."

## About Cenvéo

Cenvéo, Inc. (NYSE:CVO), [www.cenvéo.com](http://www.cenvéo.com), is one of North America's leading providers of visual communications with one-stop services from design through fulfillment. The company is uniquely positioned to serve both direct customers through its Commercial segment, and distributors and resellers of printed office products through its Quality Park Resale segment. The company's broad portfolio of services and products include e-services, envelopes, offset and digital printing, labels, and business documents. Cenvéo currently has approximately 10,000 employees and more than 80 production locations plus five advanced fulfillment and distribution centers throughout North America. In early 2004, Cenvéo was voted second place in the printing and publishing category as Fortune Magazine's Most Admired Companies and ranked number five of the Russell 3000 companies on Corporate Governance Quotients by Institutional Shareholder Services. The company is headquartered in Englewood, Colorado.

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