



an Integrated Marketing Communications Company

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ALCOM Receives Awards in Neographics Regional Printing Competition

ALCOM, Harleysville, Pennsylvania has been recognized for outstanding achievement in the 2010 Neographics Power of Print Competition. Competing against hundreds of entries from printing and graphic firms throughout Pennsylvania, New Jersey and Delaware, Alcom received 2 *Best of Category Awards* and 13 *Franklin Awards for Excellence*. The announcement was made May 7th during the Graphic Arts Association's 2009 Neographics Exhibition and Award Ceremony, held at the Union League in Philadelphia with more than 450 industry professionals in attendance. The Neographics competition is the largest and oldest regional printing competition in the nation.

"Is printing an Art or a Science? In today's world most would believe that it's the machine that does all of the work. Not so! says Bill Kuplen, President and CEO. "At Alcom we believe that craftsmanship is still an art. We continually take a blank sheet of paper and create magic. We visually tell a story that others believe needs to be told. It is our purpose and our mission! We are very proud of all of our team members and very excited that their passion still continues to burn. At Alcom, creating art is still alive and well."

Alcom is an integrated marketing communications company located 45 minutes outside of Philadelphia in Harleysville, Pennsylvania. A leading provider of integrated solutions for print, direct mail marketing and business development. With over 65 years of service excellence in the industry, Alcom offers solutions to fit their large sheet-fed, cold-set web and digital printing equipment. "By expanding our focus beyond the printed page, utilizing cross media marketing initiatives we have set the benchmark for effective variable data communications." Kuplen adds. Alcom builds proven solutions that integrate e-marketing and digital print. "Marketing initiatives consisting of targeted, direct, one2one media that are personalized with compelling messages and relevant offers, all with trackable results are what our clients' need to compete and succeed in today's competitive marketplace." Kuplen adds.

For more information, call Sharon Tucker, Alcom Marketing Manager, at 215-513-1600

The Graphic Arts Association is a 350-plus-member trade association headquartered in Treose, PA representing the printing industry in Pennsylvania, New Jersey and Delaware. Printing is the fifth largest manufacturing industry in the country, and our region ranks fifth in volume. The Graphic Arts Association is an affiliate of Printing Industries of America.