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**FOR IMMEDIATE RELEASE**

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**“NEWS PRINT,” FIRST-EVER NEWSPAPER PAVILION  
TO DEBUT AT GRAPH EXPO 2010**

**Dedicated Exclusively to the Newspaper Printing and Publishing Industry**

*Reston, VA* – GRAPH EXPO 2010 the largest graphic communications exhibition and conference in the Americas next year, will debut News Print, a special interest pavilion dedicated exclusively to the newspaper publishing industry. News Print will feature equipment, products and services, and networking opportunities devoted to the needs of newspaper publishers and printers. A selection of educational seminars of particular interest to newspaper publishers and printers will additionally be integrated with the new show floor feature. GRAPH EXPO 2010 takes place October 3 – 6, 2010, in Chicago’s McCormick Place South.

“GRAPH EXPO has always included product and educational offerings geared to those in the newspaper business,” said Ralph Nappi, President of the Graphic Arts Show Company (GASC). “Given the monumental changes the newspaper publishing industry has undergone in recent years, however, and as key exhibitors told us, GRAPH EXPO 2010 needed to go the next step and provide a pavilion dedicated more fully to the needs of this market segment. Thus News Print will feature not only a full array of exhibitors, equipment and products covering all aspects of the newspaper publishing industry, but also innovative ideas for cutting costs and boosting profits. Ultimately, we hope it will provide a place for newspaper production professionals to connect with others who understand the unique challenges and opportunities that lie ahead for newspapers.”

Supporting the timing and need for this special show floor section dedicated to the newspaper publishing segment, Vince Lapinski, CEO manroland Inc., advised, “The progressive newspapers have been working with us toward more commercial work recently. GRAPH EXPO will give newspaper managers an opportunity to consider a wide range of graphic arts offerings from software to manroland commercial presses. The whole atmosphere of this show is about solutions and innovative product development—there’s just more energy on the floor. manroland sees this as perfect timing to integrate the two print communities into one venue.”

Jochen Meissner, president and CEO, GOSS International, applauded GASC’s responsiveness to today’s changing market trends with the introduction of News Print stating, “The production requirements and the business models for newspaper and commercial printing are converging. Printers and publishers will appreciate having a single annual show where they can explore a more complete range of technologies, and we are pleased that GRAPH EXPO has moved in this direction.”

Response to the introduction of the News Print section at GRAPH EXPO 2010 has also been immediate and positive from the printer/publisher community, as Paul Lynch, senior manager of quality, *The Chicago Tribune* stated, “The newspaper industry production and commercial print programs need a home and GRAPH EXPO will be a great place for it. *The Chicago Tribune* will be there.”

J. Austin Ryan, VP Operations, USCP Gannett, echoed the value of introducing News Print at GRAPH EXPO 2010, stating that he is “Looking forward to GRAPH EXPO as it has traditionally offered solutions to the challenges ahead for newspaper printers as we look for ways to drive revenue with expanding both our print and distribution models to our customers.

GRAPH EXPO provides those solutions in multiple forms through session education, networking and vendor exhibitions.”

Fellow attendee Kathy Hunter, General Manager, Transcontinental, added, “The convergence of commercial printing and newspapers is happening. Transcontinental is excited about the addition of News Print at GRAPH EXPO 2010. This will provide even more value in attendance as GASC offers strong programs for newspaper production professionals.”

As with the rest of the show floor, News Print will feature live running equipment demonstrations and plenty of opportunities for attendees to see, touch and explore those products and services most important to them. These include:

- Hybrid production equipment
- Digital presses (hardware and software)
- Offset presses
- CTP and associated plate bending/punching equipment
- Production workflows
- UV and heatset technology
- Postpress and mailroom equipment, and
- Consumables.

Integrated with the product offerings will be new profit-boosting offerings and ideas, such as Web-based approaches, creative direct mail programs, digital asset management and cost-effective workflow solutions, cost reduction ideas, and personalized content and messaging to increase response rates. As previously mentioned, a greater array of seminars and educational sessions covering issues specific to the newspaper publishing and printing industry will also be

incorporated into GRAPH EXPO’s offerings. (The educational conference schedule will be released in June.)

Recognized as the commercial printing, publishing, mailing and transactional exposition for the Americas, GRAPH EXPO 2010 bears the theme, “The Next Generation of Print,” and has been designed to offer a customized show-going experience to a diverse spectrum of attendees. The exhibition will offer the latest graphic communications technologies, equipment running live on the show floor, and education on the most in-demand products and profit-making opportunities. In addition to News Print, attendees will find six other special interest sections on the show floor. These include PackPrint, covering package printing; Future Print, featuring printed electronics and RFID; the Mailing & Fulfillment Center, the industry’s largest mailing event anywhere in the Americas; the second annual GREENspace, a showcase on sustainability and eco-friendly products and services; Prepress/Design-Software; and Press/Finishing.

For additional information visit: [www.graphexpo.com](http://www.graphexpo.com).

*About Graphic Arts Show Company (GASC)*

GRAPH EXPO and PRINT are produced by the Graphic Arts Show Company (GASC). GASC is owned by the National Association for Printing Leadership (NAPL), NPES The Association for Suppliers of Printing, Publishing and Converting Technologies (NPES), and the Printing Industries of America. GASC is located at 1899 Preston White Drive, Reston, VA 20191 USA, telephone: 703/264-7200, fax: 703/620-9187, e-mail: [info@gasc.org](mailto:info@gasc.org).

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