

NEWS RELEASE

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Print Professionals Must Change with Changing Times

CHAMBERSBURG, PA -- Never before has the print industry been under such pressure to change. The age of electronic communications is reshaping the print industry, and, with that, print experts – highly skilled, savvy, and print qualified professionals – are experiencing fewer opportunities and increasing threats to their very livelihoods.

Print businesses are facing challenges – like how to stay in business while direct mail customers are cutting back in favor of the Internet and a host of new and less costly electronic marketing tools. Production downtime and equipment under-utilization is rampant. Accounts payable are piling up, while customer payments are slowing. A huge paradigm shift is occurring, like it or not.

Yet, there are still some career opportunities, especially for those print specialists who are versatile enough to apply their skills in innovative ways. Print professionals best equipped to adapt to changing times know the ins and outs of developing project specifications, estimating project costs, buying paper and ink, packaging alternatives, shipping and logistics, and – of course – efficiencies in production. These people are well-rounded and have taken the time over their careers to dig deep into the hows and whys of the business of printing. One new business has actually embraced the age of electronic communications and is thriving as a result of new ideas facilitated in traditional markets. e-LYNXX Corporation has built business success around a patented competitive procurement method; a list of top 10 best business practices; a web-based workflow and communication system; and experts in print.

In fact while other print businesses are laying off, e-LYNXX is hiring. The e-LYNXX need for print experts is greater today than ever. According to Michael Jackson, chief operating officer of e-LYNXX, “Those with deep seated print expertise can perform a critical role, because we provide specialized print-related assistance to our clients. Print specialists support our Government Print Management division clients by enhancing their ability to interpret specifications, establish target pricing and win government bid opportunities. Our American Print Management division clients rely on print specialists to develop budgetary pricing for projects and source to a robust, objectively qualified pool of their own suppliers”

Deborah Snider, senior vice president of e-LYNXX, believes that “when you look at the responsibilities of print professionals at e-LYNXX, they perform for numerous e-LYNXX clients both invaluable and profit-building responsibilities. They perform supplier identification, qualification and sourcing management; prepare accurate project specifications; manage and evolve pricing and analysis tools; analyze and report latest market trends and their associated impact on pricing, and much more.”

A newly found drive for wringing out profitability from every penny of cost is moving large volume print buyers away from relationship buying and rate carding that restricts procurement to a handful of print suppliers, said William Gindlesperger, chairman and chief executive officer of e-LYNXX. He added “large volume buyers are looking beyond technology and razzle-dazzle to obtain cost-reducing management of a solid core of qualified and competitive print suppliers.”

Professionals looking to stay in the print industry need to become familiar with new print procurement methods and understand how they fit into the future of print. They need to reexamine their roles, think out-of-the-box and discover how to better utilize their expertise. Otherwise, opportunities will continue to diminish, just as they are for those print suppliers and print buyers who are reluctant to change.

About e-LYNXX Corporation

e-LYNXX Corporation, the North American procurement authority, is exclusively endorsed by *Printing Industries of America (PIA)* and *Educational and Institutional Cooperative Purchasing (E&I)* and recognized as a top 100 procurement firm by *Supply & Demand Chain Executive*. Founded in 1975, e-LYNXX has three divisions. • American Print Management provides enterprise print procurement solutions and patented competitive methods to reduce costs for direct mail, marketing materials, packaging and other procured print. Results include enhanced quality and service levels, efficiencies, process control, transparency and procured print cost reduction of 25% to 50%. • Patented Procurement Method grants patent licenses for supply chain optimization. Results include substantial reduction in existing costs of competitively procured goods and services. • Government Print Management offers U.S. GPO bid services, access and assistance. Results include filled downtime, operational stability, improved cash flows and increased profitability. www.e-LYNXX.com – 888-876-5432

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