

Press Release

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FOR IMMEDIATE RELEASE



Putting Good Ideas In Print

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Education is the Best Customer Service

More than 50 people gathered at the Sheraton Hotel in Portsmouth November 16th, 2005 for special seminar designed to educate and inform on the benefits of direct mail marketing. Sponsored by RAM Printing, RAM Mailing Service and the US Postal Service, the seminar was designed to help businesses gain some of the 528 billion dollars Americans spend annually in response to Direct Mail advertising, while maintaining budgets and increasing returns on investment.

"At RAM Printing, we have always found that building relationships with clients is the greatest tool to success. If we only deal with printing, that is just one small portion of the life span of any marketing, identity, or educational piece. What is its purpose? Who is going to use it? and How is the message going to be delivered? These are all questions that need to be considered at the infancy of a project for it to be successful. A client's success is our success" stated John Sobczak of RAM Printing, key organizer of the event. "These educational seminars are the best customer service we can ever give a client."

RAM Printing and its sister company RMS (RAM Mailing Service) are both operated from the same site in East Hampstead, NH, allowing customers the benefit of on site facilitated production and delivery.

The mailing seminar was the second such educational event held by RAM Printing this fall. On October 18th, a record number of attendees gathered at the Red Hook Brewery



Matt Foster of Neenah Paper and Marcia Kramer of Vynall Products in Newmarket, NH discuss the new Eames line of paper at the October event.



Ron Patterson of the USPS speaks on new products and Postal Innovation

for the annual Mill Sponsored paper show facilitated by RAM Printing and Lindenmeyr Munroe Paper Merchants. Speakers from Neenah Paper, StoraEnso, Domtar, Smart Papers and National Envelope presented on a "Paper 101" theme, seeking to assist designers and print buyers understand the basics of paper, what makes them different and how to decide what is appropriate for any given print project. This event has been held for several years with a different focus and increasing attendance each time. The previous event covered foil stamping, die cutting and other specialized techniques. The next event is tentatively set to focus on binding and finishing options.

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