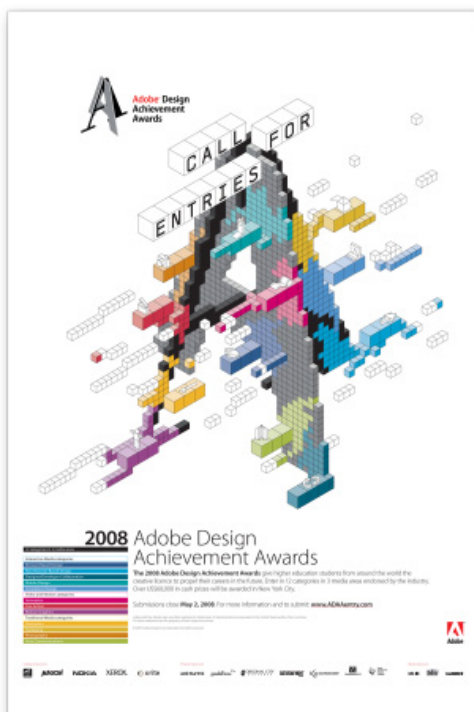


'Green' Network of Xerox Premier Partners Helps Adobe Student Design Community Connect

14 Premier Partners provide global network for printing and distributing Adobe design contest call-for-entry materials for students in 36 countries



An energy-saving distribute-and-print-on-demand network consisting of 14 Xerox Graphic Arts Premier Partners from around the world brought a green approach to publicizing the recently concluded Eighth Annual 2008 Adobe Design Achievement Awards (www.ADAEntry.com).

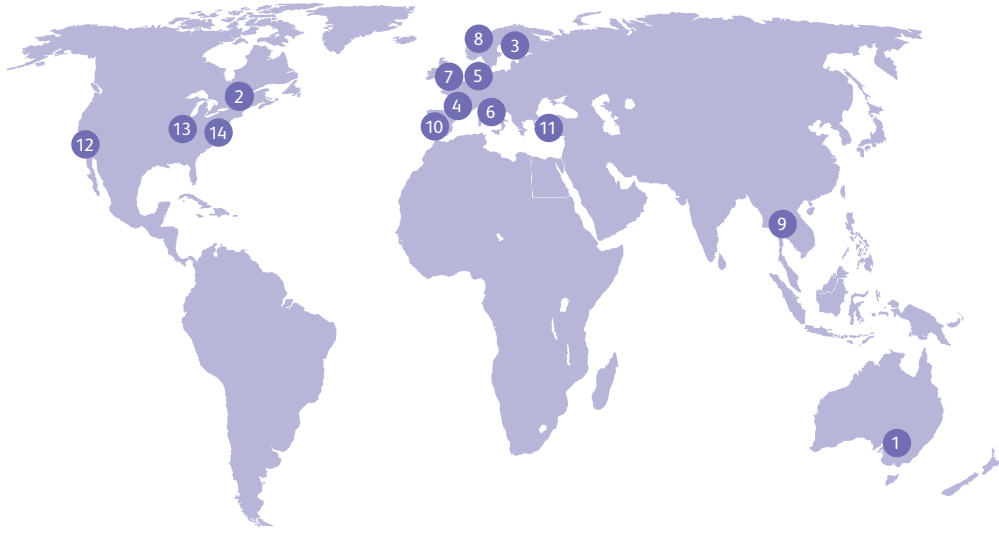
The Adobe awards program, widely viewed as the industry's most prestigious global student design competition, solicits entries from 3,000 design schools in 36 countries to compete in interactive, video and motion and traditional design categories. This year, 2,296 students registered and 2,748 entries were received. The winning entries were announced Aug. 14 and can be viewed at <http://adaaentry.com/adaalive.html>.

In a new wrinkle this year, program organizers sought to reflect growing interest in environmentally sustainable design practices. "Social responsibility in design is percolating in a lot of people's minds, not only for using recycled materials, but in thinking of the impact a design will have on the environment," said Claire Erwin, senior community manager, Worldwide Adobe Education, Adobe Systems Incorporated,

who oversees the competition. Her team sought to integrate green considerations into both the judging of the entries and the staging of the program, including printing and distributing call-for-entry posters.



Claire Erwin, senior community manager, Worldwide Adobe Education, Adobe Systems Incorporated



The Premier Partners in Adobe's 'Green' Network

1. Australia: Digital Logic Relevant Communication PTY LTD, Victoria
2. Canada: RP Graphics Group, Mississauga
3. Finland: Multiprint OY, Helsinki
4. France: ISI, Paris
5. Germany: Polyprint, Berlin,
6. Italy: System Graphic Srl, Rome,
7. Netherlands: Jubels BV, Amsterdam,
8. Norway: EDB Business Partner Norge AS, Oslo
9. Singapore: Digilab Singapore Pte Ltd
10. Spain: Cromotex, Madrid
11. Turkey: Dijital Dusler A.S., Istanbul
12. U.S.A.: The Mahoney Company
13. U.S.A.: Palmer Printing, Chicago
14. U.S.A.: Earthcolor, Parsippany, N.J.

As the "Official Print Communications Sponsor" of the awards, Xerox arranged for printing the posters the previous two years by a single member of its Premier Partners, who also shipped the posters to the 3,000 design schools around the world. The Premier Partners are a global network of 730 leading print providers from 46 countries, which use Xerox equipment and are dedicated to developing new business opportunities with digital technologies.

"In the past, we've had a list of participating schools we sent posters to, but this year, we opted to provide posters on request from printers in the same region as the school," Erwin said. This approach reduced transportation costs and associated carbon emissions, and helped reduce paper waste from overages. Schools also could print flyers themselves from print-ready PDFs on the contest Web site, resulting in additional energy savings.

Erwin chose the print network participants — 14 companies from 12 countries — after consulting with Premier Partners Vice President Bob Wagner and Manager Laura Campomizzi. Each participating company has a Xerox iGen3® Digital Production Press and PDF workflow expertise.

To get their call-for-entry posters and flyers, design schools placed print orders with Adobe, which then passed the work on to the

appropriate Premier Partner, who provided printing and distribution at cost. Collectively, the 14 Premier Partners produced and distributed 54,835 posters and flyers in eight languages in advance of the May 2 entry deadline.

As one of the participating Premier Partners, the Mahoney Company printed and shipped more than 10,000 Adobe posters and flyers in the United States and Mexico. "I went to the Adobe awards event last year, and it was very cool, like a boutique version of the Academy Awards," said John Mahoney, president of The Mahoney Company, Santa Clara, Calif. "It's a good thing to be associated with, and I was glad to get more involved. It gives us exposure to potential resources and to the types of people who, from a marketing perspective, support our whole effort of operating as a marketing company."

This includes exposure to a coveted customer in Adobe, to some of the world's leading design schools, to a new generation of promising designers and from publicity about the contest. Each printed piece includes the name and URL of the Premier Partner who printed it.

Erwin is very pleased with the arrangement. "By meeting our need for an environmentally sensitive way to distribute and print our call-for-entry posters, the Premier Partners community enabled us to better connect with our community of student designers," she said.



John Mahoney, president,
The Mahoney Company

