

PRESS RELEASE

**BEN FRANKLIN HONOR SOCIETY
PRINTING United Alliance**

**Presentation Folder Selects *Ben Franklin Honor Society Book of Wisdom*
for Holiday Appreciation Gifts**

(Wexford, Penna.) **Presentation Folder, Inc.** has selected the *Ben Franklin Honor Society (BFHS) Book of Wisdom* for its 2020 Key Customer Holiday Appreciation Gift.

Aaron Tardie, Presentation Folder Marketing Director, said: “We are a highly-focused customer service company. What sets Presentation Folder, Inc. apart is our unwavering dedication to customer care. Simply stated, we listen to our customers, understand their needs, and even contribute to their success. This is the reason that we selected the *BFHS Book of Wisdom* for this year’s appreciation gifts to our customers.”

BFHS Book of Wisdom

The 248-page book includes a collection of 47 success stories from some of the most accomplished leaders in the printing industry spanning the latter part of the 20th century to the present. All were inducted into the Ben Franklin Honor Society for lifetime achievements. The book focuses on management strategies for success, and presents advice under the categories of Change, Communication, Company, Customers and Markets, Employees, Industry and Community, Leading and Managing, Principles and Philosophy, Products and Services, Professional Development, Education and Training, and Technology. Presentation Folder will personalize the cover of the book for each recipient.

Tardie said:

Our business philosophy has always been rooted in true customer care, product customization, and exceptional quality. The combination of our vast industry knowledge and commitment to innovative technology allows us to fully customize and personalize any print project our client desires. We value the power of creativity that comes with tactile print marketing projects, and make it our mission to be able to provide the best possible quality, ordering experience, and customer service available. I trust that the BFHS Book of Wisdom will provide our clients with creative marketing and customer service strategies to enhance their success.

The book’s chief editor is Cal Poly Professor Emeritus, Harvey Levenson. Marina Joyce, founder of INTAGLIO, is the book designer. Linda Coss of Plumtree Marketing assisted with copy-editing. Dave DeLana, president of Heritage Integrated, contributed the printing. June Crespo, PRINTING United Alliance Director of Affiliate Relations, and Gerald Nathe, BFHS immediate past Chair, provided administrative support.

Levenson said: “It was a privilege to produce this collection of success stories from leaders of the graphic communication industry, past and present. Its purpose is to preserve their diverse strategies for success in perpetuity for new, upcoming, and even seasoned business managers to learn from. Presentation Folder’s gifting of this book to its customers is one of the most creative uses I’ve encountered thus far, and perhaps an idea of interest to other companies as well.”

Additionally, Tardie said:

The BFHS Book of Wisdom initially caught our attention as an excellent resource for expanding our own personal knowledge by diving into the experiences of successful leaders in the print and graphic communication industry. After reading through the book, we decided that we had to include it as a part of our holiday gift package to our larger customer base. Our customers are mostly comprised of commercial and specialty printers, print brokers, and graphic designers, so we were hoping to find a book that was unique and special to the printing industry and that our customers could really enjoy and learn from. The BFHS Book of

Wisdom is a perfect fit! The stories and experiences that are collected in this book present such an amazing resource for anyone in the printing industry.

For information on acquiring copies of the *BFHS Book of Wisdom*, contact:

Ms. June Crespo, Director, Affiliate Relations, PRINTING United Alliance, Phone: 412-259-1778,
Email: jcrespo@printing.org

All proceeds on purchases go to Ben Franklin Honor Society graphic communication student scholarships.

ABOUT PRESENTATION FOLDER, INC.

Presentation Folder, Inc. has 40 years of national manufacturing experience and industry knowledge, allowing the company to offer a complete line of presentation folders, custom digital and offset printing, lamination and UV coatings, and various digital print enhancements including Raised UV and Raised Foil. The company is family owned and a wholesale print provider that was originally established in 1977, and started out as a small letterpress and print finishing shop that offered crash imprinting, numbering, die-cutting, and foil stamping and embossing services to print professionals. Eventually, Presentation Folder expanded into manufacturing presentation folders and other specialty print marketing products. The company uses state-of-the-art technology and high-speed machinery in producing its products, including a Konica Minolta AccurioJet KM-1, and a Scodix Ultra Pro; a print embellishment press that allows offering digital Raised UV and Digital Foil print embellishments.

ABOUT THE BEN FRANKLIN HONOR SOCIETY

Founded in 2005 by the consolidation of two established honor societies—The Ash Khan Society of PIA (now PRINTING United Alliance), and The Society of Fellows of GATF—the BFHS later further expanded by adding the Order of the Black Leaf of the International Business Forms Industries Association. The Society is presently composed of 282 elected members. Its members represent some of the most successful and accomplished men and women who have defined the growth and direction of the graphic communication industry in the latter part of the 20th century and the start of the 21st century. Part of PRINTING United Alliance, the Society recognizes and honors individuals who have made significant contributions to the advancement and betterment of the printing and graphic communication industry through meritorious service.

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PHOTOS AND CAPTIONS ON NEXT PAGES

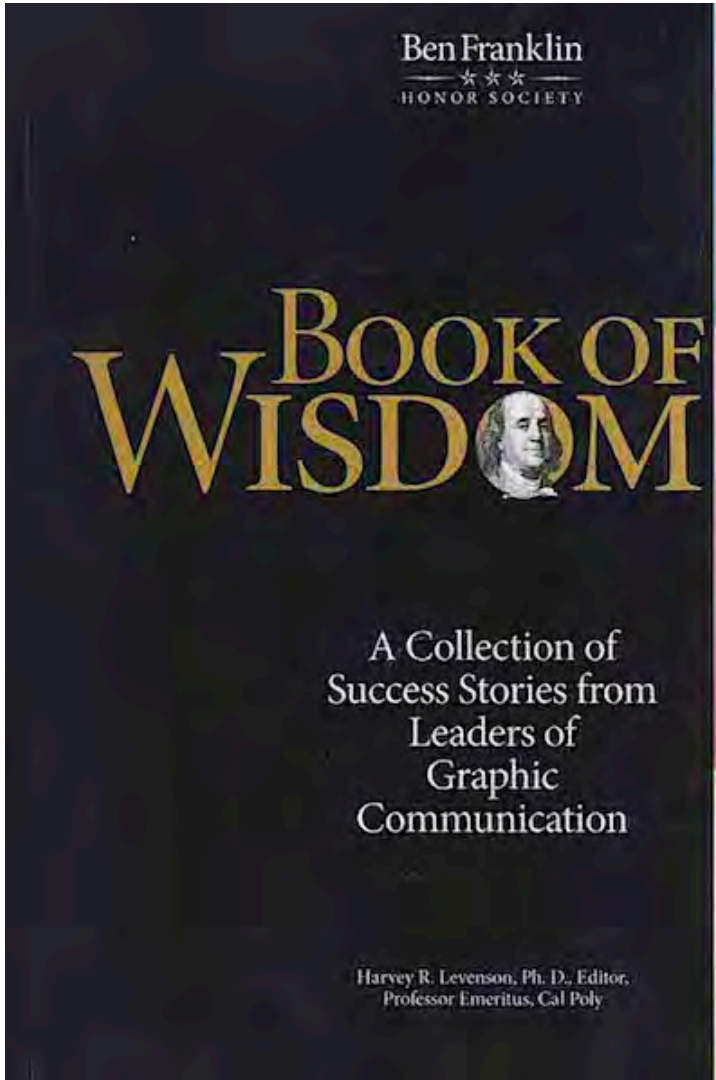
PRESENTATION FOLDER PHOTOS AND CAPTIONS

Photo 1 – BFHS Book of Wisdom

Photo 2 – Aaron Tardie – Presentation Folder Marketing Director

Photo 3 – Presentation Folder, Inc. plant in Orange, California.

Photo 4 – Presentation Folder plant for printing and fulfillment.



BFHS Book of Wisdom



Aaron Tardie – Marketing Director,
Presentation Folder, Inc.



Presentation Folder, Inc. plant in Orange, California.



Presentation Folder plant for printing and fulfillment.