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'25 MORE Ways to Improve your Print Products in 2017'
white paper released at Mega Conference 2017

Orlando, Fla. – Building on the popularity of last year's "*25 Ways to Improve your Print Products in 2016*," unveiled at Key Executive Mega Conference 2016, the Southern Lithoplate Strategic Alliance print solutions team has published ***25 MORE Ways to Improve your Print Products in 2017***. The new whitepaper is actually a colorful, casually worded collection of short and sharply written articles with suggestions, tips, recommendations and thought provoking ideas for newspapers looking to generate more revenues, cut costs and improve print operations.

"We were gratified last year when *25 Ways* was considered by many Mega Conference 2016 attendees to be the best takeaway of the conference," Steve Mattingly, Senior Vice President,

Southern Lithoplate, Inc. reported. “Our mission then was to deliver a helpful, quick-read digest of proven steps and methods for newspapers to better engage with readers, subscribers and with management, too, when it comes to cost savings and revenue generation. These are topics that are still being heard across the country in editorial, sales, production and management conference rooms.”

25 MORE Ways to Improve your Print Products in 2017, picks up where last year’s edition left off, identifying additional opportunities for change and improvements that can make a measurable impact on the success of newspapers’ publishing and production operations.

The collaborative effort by the SLP Alliance print solutions team, which includes Creative Circle Media Solutions, Mark Stange LLC, Presteligence, Virtanza and Southern Lithoplate, was captained by Bill Ostendorf, president and founder of Creative Circle. “This print solutions team has dozens and dozens of years of experience in developing and implementing creative, effective, out of the box solutions in their respective areas of expertise and strengths. We want to share these tools with newspapers because not only are we committed to print, we are committed to their success, Ostendorf said.

Printed copies of the 48-page, *25 MORE Ways to Improve your Print Products in 2017* book will be available to Mega Conference 2017 attendees at Southern Lithoplate’s booth #314 and Creative Circle Media Solutions’ booth #403. After the conference is completed, announcements will be made identifying where the whitepaper will be offered as a downloadable PDF.

Southern Lithoplate (www.slp.com) is a leading provider of digital plate solutions and associated products for printers throughout North America and around the world. Privately held, American owned and professionally operated, SLP is headquartered in Wake Forest, North Carolina, near the world-renowned Research Triangle Park. The company’s state-of-the-art manufacturing facilities are located in North Carolina and Michigan.

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