

PDI WINS GOLD PRIZE AT THE CANADIAN PRINTING AWARDS GALA



■ **TORONTO, NOVEMBER 29TH, 2012** – At the Canadian Printing Awards Gala, PDI received the highest honours in the Direct Mail category when they were awarded the Gold prize for their self-promotion piece called 'Explore'.

Over 200 pieces were submitted for the **Canadian Printing Awards** competition from print companies across Canada and on November 29th, more than 270 people attended the gala event at the Palais Royale in Toronto, to witness the unveiling of the winners.

The Canadian Printing Awards prize is but the most recent one presented to PDI for their 'Explore' mailer, in a culmination of several industry recognitions. This direct mail piece also won the Silver prize in the self-promotion category of the **Canadian Printing Awards**, and was featured on **'The 60-second Super-cool Fold of the Week'** on October 31st, 2012 (scan QR code to view). In addition, the 'Explore' mailer was recognized with a Certificate of Merit at the **Premier Print Awards**, an international competition hosted by the Printing Industries of America in Chicago in September 2012.

Upon accepting the Canadian Printing Awards Gold prize, Louise Kralka, VP Sales & Marketing at PDI, commented: "I wish to applaud the efforts of PDI's management team as well as all our employees who dare every day to venture to the edge, to push the boundaries and to explore new print opportunities, and to thank the clients who stand by our side, always encouraging us to do so."

Jamie Barbieri, President of PDI, said: "The print industry has faced a lot of challenges in the last decade and those companies who are thriving today have dared to turn a page and move on to new chapters. The book on the print industry is still being rewritten and PDI will continue to play a leading role in this unfolding story."

PDI's Chief Operating Officer, Gaetano Di Trapani, was quick to add: "Digital printing is a significant segment of our business that is seeing consistent growth and therefore, we have just invested \$600,000 in this department with the installation of a new Kodak NexPress SX 3300, along with ancillary finishing equipment."

PDI Inc. is the largest independent sheet-fed printing company in Quebec providing complete **Integrated Print Solutions**. Pre-media, offset and digital print production, web-to-print, as well as fulfillment, warehousing and direct mail services are offered to clients in Quebec, across the rest of Canada and in the United States.

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