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## **PrintBuilderPro™ Demonstrates E-Commerce Storefront For Printers At AIIM 2003 and ON DEMAND Digital Printing & Publishing Expo in NYC**

**Memphis, TN – April 2, 2003** - Graphic Resource Center, a world leader and pioneer in Internet image delivery solutions for advertisers, manufacturers and retailers, (<http://www.adbuilderpro.com>), announces PrintBuilderPro™, an e-commerce digital storefront, specifically designed to assist printers to obtain and retain new business from corporate customers. Ongoing demonstrations of PrintBuilderPro will take place in the Dynamic Publishing Pavilion, booth #3563, of AIIM 2003 and ON DEMAND Digital Printing & Publishing Expo, at Javits Convention Center, New York City, from April 7 through April 9, 2003.

**PrintBuilderPro**—based on the AdBuilderPro™ technology in use by noted companies such as Simmons, Porter Cable, Toro and others—provides a printer with a plug-and-play, e-commerce solution for his new or existing corporate customers. PrintBuilderPro allows client companies to store and easily access their digital assets, control inventory and print their documents using a trusted print partner. Using the PrintBuilderPro digital storefront, company personnel can create personalized customer communications, maintain, order and print their various printed pieces. These include a wide variety of marketing and collateral materials, such as business cards, brochures, ads, product sheets, direct marketing communications, photographs, case studies, posters, banners, letterheads, envelopes and any other assets that can be digitally stored.

All print files are created in compliance with PDF/X-1a standards. The press configuration module is rules-based and prepares the print file to optimal production standards defined by the printer. PrintBuilderPro contains all necessary modules, including proofing, approval, routing, billing, job ticket creation, etc., in one easy to use, plug-and-play application.

Ed Lupo, Graphic Resource Center's CEO, is targeting their new product to "Digital printers who want to build their businesses by offering related e-commerce services to compliment their print services". According to OnDemand Publishing's Paul White, a B2B digital communications consulting firm, "Future success in the print business and the ability to survive in this changing economy, requires that printers develop and market new services. Printers need to promote themselves as service providers — not just printers." White says, "PrintBuilderPro provides an integrated application to assist printers in making this transition". PrintBuilderPro will begin shipping immediately after its introduction at AIIM-2003 / On Demand Expo.

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