

## PRESS RELEASE

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## **Sandy Alexander Debuts Cutting Edge One-to-One Marketing Technology for Advertisers and Marketers**

*Event to demo communications provider's One-to-One marketing capabilities: cutting-edge variable data printing, offset-like color options, true customized text and graphics; techniques already generating record-breaking response rates*

**CLIFTON, NJ – April 14, 2009** – eSA Solutions, the digital technology subsidiary of the nation's largest independently owned, high-end graphics communications company, Sandy Alexander Inc., will host an open house on Thursday, April 23 to showcase the new One-to-One marketing capabilities now available for advertisers and marketers. A green business practices innovator with certified, clean, wind-powered facilities, Sandy Alexander will host the open house at its carbon neutral digital division, located just nine miles from New York City in Clifton, NJ.

eSA Solutions' two new, highly advanced, seven-color HP Indigo 7000 digital printing presses utilize data management tools to output One-to-One campaigns printed on unique digital stocks from Sappi Fine Paper and Mohawk Fine Papers. BtoB and BtoC advertisers and marketers are already leveraging this combination of new technologies and papers to drive significant sales growth and ROI, and have already reported record-breaking response rates.

Guests from the media and advertising and marketing executives will enjoy cocktails, Hors d'oeuvres, and great jazz while networking and learning more about eSA Solutions' advanced One-to-One marketing options, including:

- Variable data management
- Advanced digital printing techniques
- Customized imagery
- Personalization options
- Geomapping
- Custom color options

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Sandy Alexander's President, Mike Graff, said, "These new features and options—coupled with the ability to deliver rapid custom output, on-the-fly changes, highly-targeted text and graphic personalization, and specialized color options—make variable digital printing the most impactful communication tool developed to date."

Graff continued, "We have extended a special invitation to key media, advertising and marketing executives to see how personalization has reached a whole new level of effectiveness. Guests will see first-hand why this new One-to-One Marketing technology is now generating advertising and marketing campaigns with record-breaking response rates."

**Full event details:**

Date: Thursday, April 23<sup>rd</sup>

Time: 5:00 to 9:00

Place: Sandy Alexander Inc., 200 Entin Rd. Clifton, NJ 07104

Complimentary round-trip transportation from New York City will be offered to pre-registered attendees.

Pre-registered attendees who RSVP by April 17th to 973-470-8100 will receive a signed, numbered and personalized photograph by legendary photographer Steve Schapiro, whose images have highlighted cover stories in many of the world's leading magazines and hang in the National Portrait Gallery and the Smithsonian Institution.

The open house will be co-hosted with Sappi Fine Paper North America, Mohawk Fine Papers, Inc., HP, and SuperColor Digital. For more information, contact Doug Hazlett at: 973-897-4045 or visit our Web site at: [www.sandyinc.com](http://www.sandyinc.com).

**About Sandy Alexander**

Sandy Alexander Inc. is the country's largest, independently owned, high-end graphics communications company, serving the needs of Fortune 500 clients. Headquartered at its facility in Clifton, New Jersey, Sandy Alexander also operates facilities in St. Petersburg, Florida, and Staten Island, New York. A Partner of the EPA's Climate Leaders program, the EPA's Green Power Partnership and the EPA's Green Power Leadership Club, Sandy Alexander relies on certified, clean, wind-generated electricity to meet 100% of its electrical needs. For more information, please visit [www.sandyinc.com](http://www.sandyinc.com).

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