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## **SWIFT PRINT COMMUNICATIONS RECEIVES MASTER PRINTER STATUS**

Firm becomes certified as a leader in quality printing

**St. Louis, MO – March 24, 2011** – Swift Print Communications recently achieved status as a G7 Master Printer. The qualification is one of the industry's highest standards for printers. It requires companies to meet exacting standards for technology, techniques, proofing and press controls to ensure a consistent match between proofs and the printed product.

Swift Print Communications joins an elite list of printers. Only 564 printing companies throughout the world have qualified for the G7 Master Printer certification.

The certification is earned through IDEAlliance, an association dedicated to establishing standards and advancing best practices in digital media, including print production. G7 Master Printers demonstrate the ability to proof and print to the industry's highest quality standards.

"We have remained in business for nearly a century by continually investing in technology, training and industry standards that demonstrate our commitment to quality," said Bryan Swift, president of Swift Print Communications. "This certification signifies that clients receive finished printed products that match our proofs. Besides assuring our clients of best-in-class printed materials, our G7 Master Printer status showcases our ability to decrease waste by reducing make-readies. Additionally, this tells our clients that we provide faster preparation and production, which are significant benefits."

In addition to traditional offset printing, Swift Print Communications is a leader in digital printing. Faster, more economical and more environmentally friendly, digital printing also allows clients to personalize print communications, which increases its effectiveness.

### **About Swift Print Communications**

Founded in 1912, Swift Print Communications is the St. Louis area's longest-running, locally owned printing service. The company offers a range of printing options – from one to thousands – with digital and offset presses. Swift offers complete printing services – planning, data transfer, composition and proofing through printing, electronic filing and distribution. The company has been a leader in environmentally sound policies, dating back to the 1930s when John S. Swift donated thousands of saplings planted by school children to commemorate Arbor Day. Such stewardship continues. The company has been certified for its environmentally sustainable practices by the Sustainable Forestry Initiative, Programme for the Endorsement of Forest Certification and the Forest Stewardship Council. For more information, visit [www.swiftprint.com](http://www.swiftprint.com).