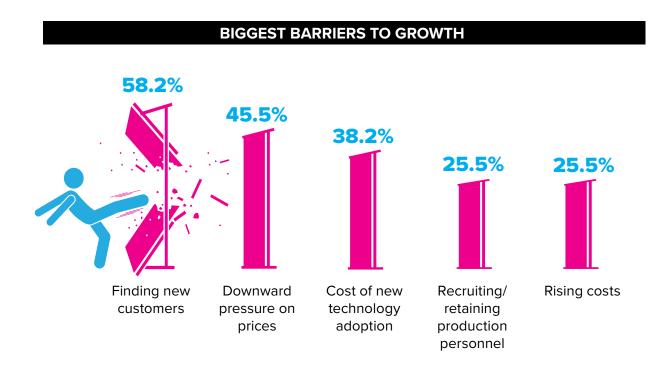
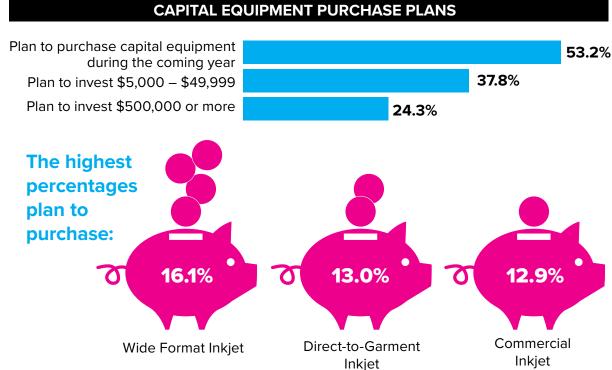
COMMERCIAL PRINTING SCORECARD







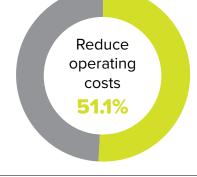
STRATEGIES FOR BUILDING COMPETITIVE ADVANTAGE

Lean manufacturing/ continuous improvement 80.9%

Improve customer service 63.4%

Maximize value of current customers 61.0%





TOP FACTORS IN THE CAPITAL EQUIPMENT PURCHASE DECISION







Durability of equipment

30.3%

Brand name/reputation

42.4%

Range of capabilities