



Marlin Doner, Digital Content Manager and Elliott Good, Digital Print Manager take time out to answer your questions.

suddenly, it's happening

DIGITAL PRINT AND CONTENT MANAGEMENT COME OF AGE

Webcom offers a full set of services for Print-on-Demand and Digital Content Management. Over the past year, customer demand for these services has been booming. Pamela Hamilton, editor of Books & Beyond, talks with Elliott Good and Marlin Doner about the reasons for this sudden growth.

Editor: I'm sure you're pleased to be so busy, but why after two years of modest growth is it happening now?

Doner: The digital technologies are relatively new, and Webcom was maybe a little ahead of the trend in offering such a full range of services. And there's always the old saying – "It's a brave man who first ate an oyster".

Good: Right, but eventually the word gets around that oysters are good. Printers have always had the extra responsibility of archiving and managing clients' publishing assets. In the early 90s with the development of desktop publishing, those assets began to be stored in digital form, while CDs and the internet offered alternative publishing channels. Managing clients' assets became considerably more

complex, but at the same time opportunities presented themselves for solving some of the age-old problems of book publishing – keeping low-demand titles in print, keeping content up-to-date in a timely and economical way, and targeting small markets that cannot economically be reached by a mass-produced product.



Editor: Which Webcom customers were the early adopters of the services you offer?

Doner: Customers with a large volume of content designed for specific audiences were among the first to realize the value of Webcom's digital services. For example, the business-to-business catalog market – auto parts, industrial supplies, and machine tools, to name just a few. The traditional medium was, and still is to

some extent, a printed catalog. As the Internet developed it became clear that a website designed for eCommerce could do an even better job of delivering detailed information to people who are comfortable with computers. Now, catalog content – and we're talking big catalogs, 80,000 items or more – is published both to the Internet and in printed form.

As an experienced and technologically advanced printer, Webcom is in a unique position to build workflow protocols that support both internet and document versions of the same content. It was while meeting that challenge that we developed our approach to Digital Content Management.

Editor: Elliott, earlier on you cited the ability to target small markets as one of the advantages of the digital approach. Can you elaborate?

Good: Yes, this is a great business opportunity for our customers. If you are a student, it's likely that you prefer to receive information via the internet; an auto mechanic looking for a replacement part will probably favour the printed

SPOTLIGHT

GRAPHIC NOVELS GAINING GROUND



With the arrival of manga and anime from Japan, the graphic novel genre (née comic books) has been growing exponentially throughout North America. Pictured, are three of the many titles that Webcom has been manufacturing for Oni Press. A rapidly growing company, headquartered in Seattle, Oni is highly creative in the presentation of its titles.

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digital print and content management (cont'd)



catalog. Webcom can produce both electronic and printed versions of the same material, seamlessly.

And that's just the beginning. Right now we're looking at ways of using a client's database of customers to generate customized messages directed to a segment of the audience or even to an individual. Digital printing can reach an audience of one, economically.

Doner: It's intriguing to observe how targeting a message to an audience increases response. The rapid development of the internet encouraged us to adopt a new paradigm in publishing. No longer are we dealing in thousands of copies of the same material, broadly distributed; now we can select a target and hit it with a message that exactly matches the interests and needs of the reader.

Editor: Webcom has many competitors in this field, I'm sure, both big and small. What does Webcom bring to the table that they don't?

Good: Our service proposition is 'total integrated publishing solutions from the people who know books best'.

Our background in printing and in managing content for the real world of publishing helps to set us apart. In recent years we have successfully adopted digital capabilities, but behind it all is a deep understanding of the economics of publishing, and an ability to use a wide range of traditional and digital media in a way that gives our customers the edge in their particular markets. We bring it all together for them.

For example, IBM is undoubtedly highly competent in the area of Digital Content

Management. But I don't think you would hire them to manufacture your trade book or industrial parts catalog. That's not their area of competence at all.

Similarly, a mom and pop shop can give you a good price on printing up a dozen copies of your family's recipe collection, but they aren't the people to organize, manage, and deliver your content across a full range of paper and interactive media.

Editor: Marlin, where will future growth in Digital Content Management come from?

Doner: Our Integrated Publishing Solutions are growing quickly in several markets – B2B catalogs, professional publishing, documentation, directory and



Digitally printed Advance Reader copies provide publishers with an inexpensive way to market test new titles for customer acceptance. Benefits include more accurate first run sales forecasts, and lower return rates.

"Digital printing can reach an audience of one, economically."

university catalog markets among them. Clearly technical requirements among the markets I have just mentioned vary considerably. But this brings us to another of Webcom's strengths – our flexibility, combined with our customer-oriented approach to business. For some customers we manage the entire workflow process from creation to publishing, while for others we have worked with them to integrate our tools with their authors or information databases in order to maximize the benefits of automation in the publishing workflow.

Editor: Elliott, I know that you have extensive digital print facilities, but what specifically are you selling?

Good: Well, naturally enough, most digital print projects are from Webcom customers who have been using us for years to manufacture their litho print books. Many of these publishers are aware of Webcom's Title Value Management program and have been using it for such things as Advanced Reader copies to

promote new titles and get a better handle on forecasting sales.

Or a short print run of a new title, such as a volume of poems.

Or for generating incremental revenue from backlist titles.

But we are also handling more complex projects by combining customer databases with digital printing technologies. Examples of these include one-on-one dealer marketing campaigns for car companies or software developers.

Our vision is to partner with our publishing customers, providing them with technical publishing tools that allow them to maintain their core competencies while benefitting from Webcom's content management and digital print technologies. With increasing pressure on publishers to make content available "on-demand" Webcom's value proposition makes a lot of sense.

Editor: Thank you Marlin and thank you Elliott.

To learn more or get answers to your particular questions, drop Marlin or Elliott an e-mail:

elliott.good@webcomlink.com
marlin.doner@webcomlink.com

POEM the options are limitless

MIKE COLLINGE DISCUSSES HOW WEBCOM USES TECHNOLOGY TO IMPROVE CUSTOMER SERVICE



Mike Collinge is Webcom's Vice President of Marketing and Sales

POEM is the back office system that drives projects for Webcom customers. Its full name describes its scope – "Proposals + Order Entry + Manufacturing". Development of POEM, a custom multi-million dollar program, commenced in 2002 and will continue indefinitely, as long as improvement is possible.

POEM is now helping the Webcom sales team provide faster and more complete response to requests for proposals by replacing a labour-intensive and time-consuming multi-departmental process with a single, automated source of information.

Are you looking for change and improvement in your business? Webcom certainly is. POEM is one of many ways in which we help ourselves work more effectively, and at the same time help our customers meet their business goals in new ways.

- POEM helps our support people to spend more time working with customers on a creative, consultative, basis. It does this by reducing routine work, and providing direct computer access to the full range of product options.
- POEM helps Webcom to reduce business costs. As a result we can work more competitively and deliver the savings that are so important to our customers.
- POEM saves time. More time enables more options to be considered, more thought to be put into planning, and delivers product to market sooner.

How the Webcom sales teams put POEM to work for you:

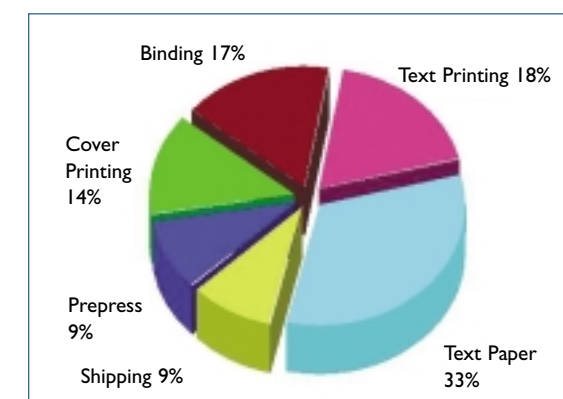
Manufacturing a book of any kind is preceded by a complex planning process to establish optimum product performance and optimum cost. Manufacturing cost efficiency is determined by variations in product design. POEM draws on a database of manufacturing options and costs to present any number of options that meet customer requirements. For example: paper and material costs constantly change, but POEM is always able to select the lowest cost options. For example: Webcom has produced over 1200 unique book trim sizes over the past two years. POEM selects the sizes which are most cost efficient, and recommends options for improvement.

LOWER TOTAL COSTS

The traditional process of responding to a customer proposal request by passing quotes from customer to sales rep to estimating staff to quote typing to sales rep and finally back to a customer is too costly. POEM puts 100 per cent of the power and knowledge directly in the hands of our sales team, or our customer. As a result sales reps are able to complete consultative proposals efficiently, without involving head office. And lower internal costs allow us to reduce overall prices to our customers.

PRODUCT COST ANALYSIS

Is your production money allocated to best effect? Cost of manufacture is distributed between many components – text, covers, binding, inserts, distribution, etc. POEM provides the sales team with cost analysis breakdowns presented in graphic form that will help you assess the value of each component cost investment. For example: Should you spend 25 per cent of total cost on binding and only 10 per cent on a cover if your market is impulse consumer driven? For example: How can you reduce text



POEM pie charts provide a crystal clear picture of book manufacturing options, and help publishers optimize buyer appeal and costs

paper costs from 30 per cent to 25 per cent of total cost without loss of functionality?

CONSULTATIVE VALUE AT NO ADDITIONAL COST

Webcom's experience is grounded in production of hundreds of millions of books, and thousands of customer quotes and projects each year. Our sales teams are customer-market focused professionals, knowledgeable in the specific needs of your business. POEM enables them to spend more time working with you to achieve the results you need. For example: In the past the number of options and depth of detail in a proposal was inevitably qualified by issues of time and cost. POEM removes those qualifications to provide limitless options, limitless detail, and time to explore alternative approaches.

RESPONSIVENESS

Nobody enjoys waiting when there's a job to be done. One of the reasons for developing POEM was to automate the information-gathering process in order to



help our customers make fast, effective, decisions. Our aim is, eventually, to give our customers free access to POEM for round-the-clock answers. Right now, your sales team will use POEM to deliver a full proposal and cost analysis within minutes. And, for a limited range of products, including digitally printed books, customers can get immediate proposals online, anytime, day or night.

PROOF OF POEM

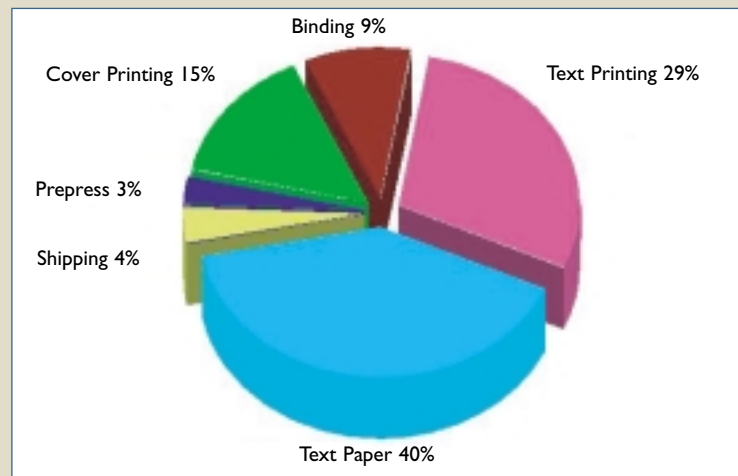
Please turn to the next page to learn how our customers are benefiting from the support that POEM is giving to our sales teams. And please let me know how we can better help you to meet the challenges of your marketplace. You can reach me at 1.800.665.9322 or mike.collinge@webcomlink.com.

POEM challenge

SMARTER OPTIONS, MORE PROFITABLE BOOKS. POEM is a highly versatile system that not only enables Webcom customers to reach faster decisions, but also smarter decisions. We invite you to challenge POEM. Just provide a summary of your project by filling out a quote request on our website at: www.webcomlink.com/webcom/w_quote.htm, and see how much we can save you on your next purchase.

COST ANALYSIS

For customers whose products are sold largely on the basis of aesthetics and consumer appeal, such as a trade publishers or mass market publishers, POEM cost analyses can help determine whether an optimal amount is being allocated to cover enhancements versus other components.



COST REDUCTION

Sales reps can use the Smart POEM feature that automatically offers customers alternative quality enhancements or cost saving options in the areas of Prepress, Paper, Coating and Cartons.

Prices: 35000 Add'l 1000s
\$1.71 \$1.68
Per Copy Per Copy

SAVINGS FOR WEBCOM ADVANTAGE OPTION: PAPER:
Text paper - 50 lb Book Opaque (84 pts Bright)

Prices: 35000 Add'l 1000s
\$-0.27 \$-0.29
Per Copy Per Copy

SAVINGS FOR WEBCOM ADVANTAGE OPTION: PREPRESS:
Finished Size - 8 0/8 x 9 0/8
Files supplied for Text - Postscript
Page count - 350 pages
Text paper - 50 lb Book Opaque (84 pts Bright)
Text ink - 2 PMS - PMS 1, PMS 2
No text bleed

Prices: 35000 Add'l 1000s
\$-0.28 \$-0.29
Per Copy Per Copy

COMPLEX BREAKOUTS

Some trade book publishing customers require complex and detailed cost-breakouts to satisfy internal accounting and cost comparison processes. This example shows price breakouts for 18 costs but POEM has the capacity to break out pricing for over 200 individual costs, in whatever combination a customer requires.

PRICE BREAKOUT				
		1500	3000	Add'l 1000's
MANUFACTURING				
Total Text Pre-press	copy	\$ 0.2	\$ 0.1	\$ 0
Total Text Plates	copy	\$ 0.14	\$ 0.07	\$ 0
Total Text Paper	copy	\$ 0.56	\$ 0.45	\$ 0.38
Total Text Printing	copy	\$ 0.29	\$ 0.18	\$ 0.09
Total Cover Pre-press	copy	\$ 0.06	\$ 0.03	\$ 0
Total Cover Plates	copy	\$ 0.11	\$ 0.06	\$ 0
Total Cover Stock	copy	\$ 0.05	\$ 0.04	\$ 0.03
Total Cover Printing	copy	\$ 0.00	\$ 0.05	\$ 0.01
Total Cover Coating	copy	\$ 0.07	\$ 0.05	\$ 0.03
Total Binding	copy	\$ 0.24	\$ 0.17	\$ 0.11
Total Packaging	copy	\$ 0.11	\$ 0.06	\$ 0.05
Total Shipping	copy	\$ 0.21	\$ 0.13	\$ 0.05
Total Other	copy	\$ 0	\$ 0	\$ 0
Total Manufacturing Costs **	copy	\$ 2.12	\$ 1.37	\$ 0.71

DCM PROPOSALS

POEM makes it easy for sales reps to introduce Digital Content Management (DCM) to catalog customers by allowing them to automatically include basic DCM information in the quote. In this example, not only are printing and DCM costs for 392-page catalog shown, but also the cost for web catalog development.

Innovative Publishing Solutions

Do you want to get your catalog to market faster by helping your publishing team to be more productive? Do you need to respond to a new market opportunity by leveraging the latest publishing technologies to get your catalog online? Do you want to gain market share by making it easier for your customers to do business with you? If you do, check out these options from Webcom's your Innovative Publishing Partner.

1) Digital Content Management (DCM)
The majority of your catalog publishing costs are related to accessing the information you want to publish, organizing it and connecting it to your catalog as well as preparing content for cross-media publishing. With DCM, Webcom delivers web-based publishing tools that allow you to create, browse, select and publish your content in multiple versions in print, Web and CD formats. From a single publishing solution these tools allow you to streamline costs in your workflow while also opening new revenue channels available from cross-media publishing.

Using a well-defined, systematic approach, Webcom can show you benefits in:

- Cost savings
- Time reduction in getting your catalogs out
- Productivity improvements
- New revenue sources
- On demand BNL data for sharing content

Consider the price of \$1180.00 for a DCM solution and let Webcom design a solution to deliver a clear ROI. Prices are based on a page count of 300.

2) Web Catalogs
DCM opens the door to new customers and markets. An obvious direction for catalog content is the Internet. Web catalogs provide online customer access to current product information, are easy to update, deliver powerful search tools and facilitate e-Commerce transactions in new and existing markets.

Realize these benefits with a Web Catalog:

- Secure online product catalog - easily personalized and updated
- "Lookups" to dynamic content supplied from your Business Systems (ie. inventory, pricing)
- Manage multiple product pricing models

paper is part of your message

Paper selection is one of the most important decisions when planning your book's production. In trade markets, where aesthetics are essential, we can identify opportunities to enhance value with a variety of paper stocks and grades. On the other hand, since paper choice alone can normally account for 50% of a book's total production cost, catalog and directory publishers will be more interested in learning about functionality and cost considerations.

Webcom's new Paper Brochure reviews the many practical and important considerations that will help you choose the best paper for your book. It helps focus on how your consumer will use the finished product - and translates that knowledge into smart budgetary and production criteria. The brochure is also a convenient folder for paper samples so you can easily see the difference between various stock options specific to your project.



Call your Webcom Sales Representative or fill out an online request form to receive a copy of the new brochure with our latest samples.

prepress

DO YOU KNOW HOW TO ELIMINATE THE THREE MOST COMMON PREPRESS FILE PROBLEMS?

Problem 1

Approximately 60% of all files that enter a prepress workflow have an error that requires customer contact and re-submission. The most common error is missing fonts and images. In these cases, a linked file or font component, or even entire fonts are missing.

Problem 2

The second most common prepress problem is low resolution graphics. It is common to encounter low resolution images when working with screen captures. When submitting scanned images for processing there should be a minimum of 1.5 times more resolution than the line screen. For example, an image to be printed at 120 line screen (lpi) would need to be scanned at a minimum of 180 dpi for ideal reproduction.

Problem 3

The third-ranking problem stems from files that are created on a Mac platform but are not compressed. This problem is typically encountered when a file is transferred by e-mail, HTTP or FTP. Versions 9.2 and earlier of the Mac Operating System employ two components within each file - Resource and Data forks. The Resource fork tells the Mac what type of file it is (eg. Quark or Word) the Data fork holds all the information that the application uses. When these files are transferred over the internet the Resource fork is removed unless the file is protected through compression.

Solutions

There are several solutions to these problems. These range from dedicated applications such as Markware's Flight Check, Preflight Proform Extensis, and Enfocus Pitstop to application level tools such as those built into Quark and InDesign.

Many of these problems can also be avoided by using the checklist provided on our Webcom Digital Pouch Paks, which are available on our website. Paks can also be requested by phoning our prepress specialists Phil Thomson or Julio Pereira (1 800 665 9322) or by e-mailing them at phil.thomson@weblink.com or julio.pereira@webcomlink.com.



Webcom helps turn Red Pages green

Roger Abbiss of Red Media Corporation came to Webcom three years ago with an idea. It was a revolutionary idea, combining internet and legacy printed communications to provide an innovative service in the Greater Toronto Area.

Roger's idea was a 21st Century version of the city telephone directory, a database containing only businesses in the Greater Toronto Area with internet addresses. The main directory, together with a wide range of city information useful to businesses, residents and visitors, would be accessible free of charge through a website, www.redTO.com.

But to maximize traffic on the site, especially in the critical early stages, printed versions of the directory would also be necessary. Roger had the name for them – the Red Pages – but since he and his associates had no previous experience with directory publishing, the fledgling firm turned to Webcom for advice. We were glad to be of assistance.

Since that first contact Webcom has partnered with Red Pages in many ways. One area of special interest to both Webcom and Red Pages was the eco issue. Like Webcom, Red Pages has a strong environmental commitment, and has made that commitment a key element in its marketing approach to both business and consumer users. Webcom not only located reliable sources for 100 per cent post-consumer waste text paper for the directories, we also provided documentation of our environmentally-friendly production processes as support for Red Pages performance claims.

The first of the printed Red Pages directories, for the Toronto West area, began distribution on July 28, 2004. It measures 6 7/8 by 10 5/16 inches and has 624 pages. The first print run was 250,000. In keeping with their environmental commitment Red Pages did not make a mass distribution, which inevitably results in a large number of waste copies. Instead, careful research determined the most efficient distribution channels, which include advertisers, on-line requests, and strategically-located pick-up points.

our legacy for the environment

GREEN PRINTING

Webcom is a proud supporter of responsible publishing initiatives. We've built environmentally friendly processes into all areas of our production workflow – and recycle everything from wooden transport skids to paper and ink. Webcom is still one of only a handful of printers in the world to stock ancient-forest-friendly paper.

LEGACY PAPERS

Our Legacy brand papers address key environmental requirements without sacrificing quality or breaking the bank. These papers have undergone stringent press and print tests, proving to be strong environmental alternatives to traditional papers.

For high quality where a high-bulk, fine paper is preferred, we offer both a 55-lb and 60-lb option containing 100% post-consumer waste. A more economical choice is our 45-lb groundwood option. Our Legacy papers are:

Ancient forest fiber free Ancient forests are defined by such factors as tree size, age, industrial activity, range of species, type and number of canopy layers. Legacy papers do not contain any material from ancient or old-growth trees.

Recycled Legacy Natural and Legacy Offset contain absolutely no virgin fibers. They include 100% post-consumer waste, which means all material was reconstituted from products that have completed their lifecycles.

Chlorine free Traditional paper-bleaching processes use chlorine which produces dioxins and other harmful chemicals. Webcom's Legacy papers avoid these harmful by-products by using no chlorine compounds in the re-bleaching of recycled content.

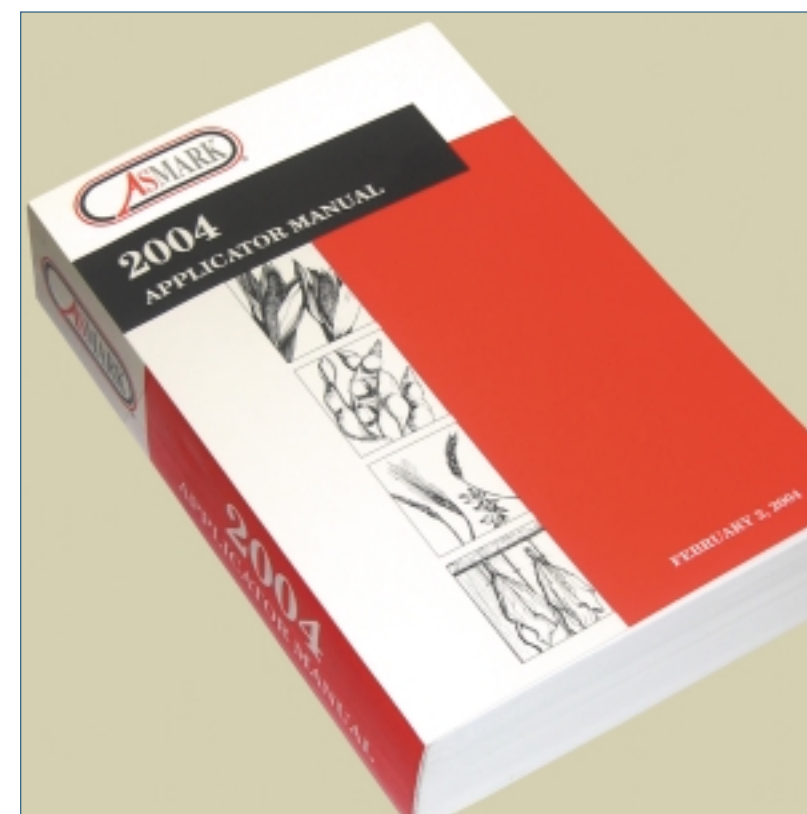
ENVIRONMENTAL BENEFITS TO DATE

In addition to saving trees, Legacy papers result in solid-waste and landfill reductions, water and electricity savings and greenhouse gas reductions.

Benefits to date	
Our customers used 3,278,454 pounds of Legacy papers instead of virgin-fibre papers.	
This saved:	19,671 trees
	1,781,840 lbs. of solid waste
	1,960,515 gallons of water
	2,557,194 kilowatt hours of electricity
	3,239,113 lbs. of greenhouse gases
	13,933 lbs. of HAPs, VOCs and AOX combined
	4,918 cubic yards of landfill space



case histories



"Thank-you, Webcom, for insisting we do it your way!"

Allen Summers, President, Asmark Inc.

Asmark, located in Owensburg KY, is a leading provider of risk management services to the agricultural industry. Training of personnel in Safety, Emergency Response, and Compliance with Federal and State standards is a large part of their core business. Teaching and learning tools created by Asmark include training programs, videos, computer programs, and printed manuals.

Asmark's first project for Webcom was production of *The Applicator*, a more than 1,400-page manual that is the keystone of their compliance program. "At that time", remembers Allen Summers, "updating each issue – the manual has to be revised regularly to keep pace with changes in regulations and development of new products – was a labour-intensive process which added 30 days to the production schedule."

Webcom streamlined the process, and also streamlined the book – reducing its thickness and weight by 25 per cent, making it easier to use and cutting shipping costs significantly. Over the years, Webcom's Sales Representative also persuaded Asmark to move to a time-saving digital system.

Summers recently reported **"Today, using your technology, I actually prepare the manual myself and send it to you in less than three days. Quite the miracle!"**

He recommends Webcom's services to colleagues in the agricultural industry, citing the company's sincere interest in their customers' business, the quality of the end-product, and competitive pricing as good reasons to select Webcom as a publishing partner.



"Industry-specific catalogs will give us the edge we need."

Joseph Hammond, J.J. Hammond Company

J.J. Hammond Company, located in Columbus OH, is a distributor of construction and industrial tools and supplies that prides itself on its old-fashioned attitude to service. Webcom is helping the company to better address the needs of customers through a radical redesign of its main catalog.

Originally, the catalog was produced by cut-and-paste techniques which were so time-consuming that updates were rarely carried out. Webcom has digitized the entire content, using the company's Digital Content Manager, to allow full or partial updates whenever necessary. In addition, the catalog went on-line at the J.J. Hammond website in mid-2004, providing access to up-to-date material to all customers. And there is more to come.

"Now, we will be able to produce custom fliers and other marketing communications from the Content Manager," says Joseph Hammond. "Industry-specific catalogs will give us the edge we need to build market share."



"Webcom restored a lost revenue stream"

D. Kamili Anderson, Howard University Press.

Since 1867 Howard University has addressed the concerns of African Americans and other disenfranchised groups. During that time its Press has published many important scholarly contributions to studies within this mandate. The viability of the backlist was threatened by the rising cost of reproducing books by conventional means.

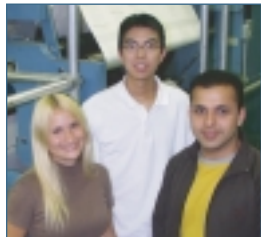
Howard University Press invited Webcom to study the situation. Webcom was chosen for its long record as a successful book manufacturer, working in many markets; and for its acknowledged leadership in the application of digital techniques to simplify and lower the cost of book production.

Webcom proposed a program which would involve complete digitization of over 130 key titles. Once digitized, it will be possible to manufacture copies in runs as small as 25 at an economical cost, with 48-hour turnaround.

To simplify production while retaining the look of the original titles, all Howard University Press Classic Editions, as the resurrected series is called, are 6 x 9 inches in size, and feature a reproduction of the original dust jacket on the front cover.

"Not only has the Webcom program enabled us to keep these culturally important titles in print" says Anderson, "the project is now on a sound economic basis, once again making money for the University."

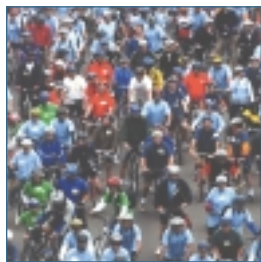
► SUMMER INTERNS ARE VALUABLE ADDITIONS TO OUR TEAM



From left: Kathy Tikhokhod, Gordon Chow and Asif Aaidi

Webcom has a long history of supporting the Ryerson Graphic Communications Management program, a Toronto-based program drawing students from across North America. Since the mid-1980s, Webcom has welcomed Ryerson interns and we continue that tradition this summer with three interns. Kathy Tikhokhod is a 3rd year student working in both our Technical Documentation and Trade Book Publishing Divisions assisting Sales Representatives and Project Managers in a broad range of duties. Gordon Chow and Asif Zaidi are working with Prepress providing summer relief for employees on vacation. Their enthusiasm, energy and ability make them valuable additions to our team.

► WEBCOM RAISES OVER \$3,500 IN THE HEART AND STROKE FOUNDATION'S RIDE FOR HEART!



Bikers beginning to move at the start of the event.

Webcom had a team in the 17th annual Heart and Stroke Foundation's Ride for Heart, held on Sunday, June 13 on the Gardiner Expressway and Don Valley Parkway in Toronto. There were over 15,000 cyclists including Webcom's team of 25. This, the 9th year of our involvement, was Webcom's best showing as we logged over 1,000 kms and raised over \$3,500 for heart and stroke research.

We extend our appreciation to the riders and their families for participating and add our thanks to all those who donated to this very worthy cause. Thanks also to our Team Captain, Irene DeClute, for organizing the Webcom team and being our corporate representative at this event.

► WEBCOM WINS TWO PRESTIGIOUS "BEST IN CATEGORY" OPIA AWARDS



Webcom recently received two 2004 Excellence in Print Awards from The Ontario Printing and Imaging Association. The Excellence in Print Awards is a competition exclusively for OPIA members that gives companies the opportunity to showcase their best work along with the industry's finest. Webcom was recognized as "Best in Category" for printing quality and

overall design for two books, The 2004 Carswell-Thomson Law Catalogue, published by Carswell-Thomson (category: Web Catalogues 1-3 Colours) and The Guide to Laughing at Sex, published by Handy Logic Press (category: Web Books & Manuals 1-3 Colours). Awards were presented at The Annual OPIA Spring Gala.

► IDI CD-ROM EARNS BEST PRACTICES AWARD



Webcom has worked with Independent Distributors Inc. (IDI) since 2000 to develop a Digital Content Management solution for printed catalogs and cross-media tools such as a CD-ROMs and a website. Webcom learned that the iditoday CD-ROM, produced for IDI, won the Best Practices Award at the National Cooperative Business Association's (NCBA) Annual Conference for Purchasing Cooperatives. The CD was chosen out of 35 entries.

The iditoday CD-ROM was developed in cooperation with the creative team at EDge Interactive, a Webcom-affiliated company. It was designed to build awareness for IDI and present the organization's offerings in an interactive format. The design team worked on location, shooting photographs for the CD along with a virtual panorama; they wrote and recorded the audio script with IDI, using Macromedia Director™ and Flash™.

John Morrison, Director of Sales and Marketing at IDI, commented, "We were very pleased with the NCBA award. Being recognized by our colleagues both in Canada and in the United States is especially rewarding. The CD has been a major source of strength for our branding strategy."

Founded in 1981, IDI is a business group of industrial distributors that wish to retain their independence in a rapidly changing and dynamic marketplace. IDI's mission is to advance the interests of its members, customers, suppliers and staff, and to work in harmony towards the continuation of their success. IDI currently consists of 100+ member companies in 200+ locations across Canada, employing 2,300+ employees and commanding sales in excess of \$600 million.

NCBA is the lead national membership association in the United States, representing cooperatives of all types in all industries.

► CATALOG SUMMIT A SMASH HIT

A Webcom seminar earlier this summer attracted more than two dozen B2B catalog companies from the Toronto region. The theme of this Catalog Summit was "Simple, smart solutions for your bottom line" and was the first in a series offering catalogers business strategies for strengthening their identity and building market share.

Guest speakers included Mr. Bryan Moreau, Marketing Director, of North Eastern Fastener Company (NEFCO) and Mr. Chris Wilkins, President of EDge Interactive. Commenting on the seminar, Gerry Cronin, Manager of Webcom's Catalog Division, said, "We were exceedingly gratified by the enthusiastic response to the seminar and have already formulated plans for holding more of these events not only in Toronto but in many other cities throughout North America."

Webcom's Catalog Division creates and delivers catalog solutions through traditional print and also via interactive cross-media channels.