



Press Release:

Print 101 Class Rated First Class

Graphic Communications Corporation (GCC) recently had the pleasure of conducting a **Print 101** seminar for a dozen personnel from one of our largest clients. Questions were submitted by the attendees in advance, which GCC answered and compiled into an eight-page booklet given to each participant as the session began. Following a welcome and quick overview by CEO, Ann Stallard, Hoyt Tuggle, President, provided an in-depth plant tour and demonstration of what happens when a project is printed and finished.



Connie Herringdine demonstrates printing processes



Hoyt Tuggle points to a printed sheet of CMYK

Lively discussion followed led by senior account executive, Connie Herringdine, along with a “show and tell” of examples of various papers, folds and finishes used in the printing process. Participants were encouraged to ask questions as the seminar progressed into lunch. Rounding out the class was a presentation by Cindy Seel, Vice President of the Printing and Imaging Association of Georgia (**PIAG**), highlighting how the power of print combined with social media can drive sales and brand value. Participants reported that they learned a great deal that would help them in their job responsibilities including preparing marketing materials and procuring print collateral. Many stated that they wanted their co-workers to have an opportunity to attend this seminar in the near future.