NAPCO MEDIA IMPRESSIONS GROUP

Powered by *In-plant Impressions, Packaging Impressions, Printing Impressions, and Wide-format Impressions*, the **NAPCO Media Printing & Packaging Group** has an audience reach of more than 178,000+ print professionals in the distinct in-plant, package printing and converting, commercial printing, and wide-format sectors.

The NAPCO Media Impressions Group takes great pride in providing its audience with critical information and news, cutting-edge technologies, and processes through its industry-leading and compelling magazines, e-newsletters, live and virtual events, video services, and research projects.

**In-plant Impressions**
The leading resource for in-plant printers.

**Packaging Impressions**
The label and packaging professional's leading source of business solutions.

**Printing Impressions**
America's most influential and widely read resource for the commercial printing industry.

**Wide-format Impressions**
Specifically focuses on innovative, high-margin, wide-format digital inkjet applications.

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**JOB FUNCTION**

- BUSINESS MANAGEMENT: 66%
- PRODUCTION OPERATIONS: 9%
- MARKETING/SALES: 12%
- ADMINISTRATIVE MANAGEMENT: 4%
- PRODUCTION MANAGEMENT: 9%

**NUMBER OF EMPLOYEES:**

- 1-9: 42%
- 10-49: 27%
- 50-99: 9%
- 100-249: 9%
- 250 AND ABOVE: 13%

Interested in learning more about NAPCO Media’s other Impressions brands? Contact your sales representative for more information.
A NOTE FROM THE TEAM

Bigger and better in 2022, the Packaging Impressions team has evolved in our mission to be the voice of authority and the marketing partner of choice for the label and package printing market. You’ll notice that we’ve expanded our editorial coverage with a brand new series. Throughout 2022, this new series will deliver multiple easy-to-implement guides to operational improvements throughout a label and package printer’s business.

We’ve also increased our capacity to deliver in-depth research on the label and package markets as longtime Editor-in-Chief Cory Francer moves to NAPCO Research. As an analyst, Cory will leverage his years of printing industry knowledge to deliver unique research specific to several markets, including package printing.

Be assured, though. Our leadership team continues to be led by Packaging Impressions’ Vice President, Publisher and Brand Director Brian Ludwick in addition to our brand President Chris Lyons. They are joined by Linda Casey, who now serves as Packaging Impressions’ editor-in-chief.

Through our steadfast commitment to innovation and evolution, we strive to continue to earn our place as the media partner of choice when selecting an event or advertising vehicle for the packaging market. As Brian likes to say, marketing programs with Packaging Impressions provoke actions that generate measurable results. We’ll continue to deliver those results by fostering relationships between advertisers and our audience through a diverse range of vehicles, including integrated media programs, custom research, events, custom content, and e-learning.

To help you navigate the many channels and methods to reach the packaging market available to Packaging Impressions’ partners, we have constructed the following pages so you can explore the multitude of channels and methods available to you as a Packaging Impressions’ client. We look forward to partnering with you in 2022 and our future mutual success.
PACKAGING IMPRESSIONS OFFERS SEVERAL CHANNELS AND VEHICLES TO ELEVATE YOUR BRAND, GENERATE QUALIFIED LEADS AND DRIVE NEW BUSINESS TO YOUR ORGANIZATION.

**MAGAZINE**
Packaging Impressions magazine provides package printers the information necessary to help their customers sell their products.  
**16,400+ in circulation every issue**

**WEBSITE**
A site designed for package printers — where advertisers get results.  
**7,700+ Average Monthly Unique Visitors**

**E-NEWSLETTER**
Navigate the latest news impacting the package printing industry.  
**10,600+ opt-in subscribers**

**E-LEARNING**
Webinars provide full-service, turnkey marketing solutions and are the ultimate opportunity for lead generation and branding.  
**An average of 150+ registrants per webinar**

**VIDEO**
Bring your brand to life and interact with customers and prospects in a whole new way.

**E-BLAST & LIST RENTAL**
Gain access to the largest collection of email addresses in the package printing industry, or take advantage of postal list rental.  
**18,300+ emails**

**CUSTOM PROJECTS**
Create custom videos, research reports, white papers, case studies, and more with our subject matter experts to connect with your customers in a whole new way.

**RESEARCH**
Attach your brand to an industry-leading research report, leveraging our engaged audience and editorial expertise to elevate your brand with thought leadership.  
**Hundreds of resource downloads per year**

**AUDIENCE RETARGETING**
Increase contact with your branding using multiple touch points across many contexts to help increase conversion. Address your audience with components designed for brand awareness as well as lead generation.

**LIVE EVENTS**
Connect directly with your target prospects at our variety of live events including the Digital Packaging Summit, PRINTING United Expo, and BRAND United University.
Total Brand Reach: **38,200+**

Packaging Impressions provides the latest news and insight on strategies, technologies, trends, opportunities, and more for today’s savvy package printers.

### Job Function

- **Marketing/Sales**: 11%
- **Purchasing**: 2%
- **Production Management**: 2%
- **Business Management**: 81%
- **Design/R&D**: 4%

### Package Printing Performed

- **Labels/Tags/Tape**: 41%
- **Flexible Packaging**: 25%
- **Folding Cartons**: 15%
- **Corrugated Containers**: 11%
- **Printed Electronics**: 7%

### Types of Presses

- **Flexographic/Letterpress**: 52%
- **Digital**: 47%
- **Sheetfed Offset**: 38%
- **Coating & Laminating**: 34%
- **Web Offset**: 14%
- **Screen**: 13%
- **Gravure**: 4%

Packaging Impressions provides a key platform for us to engage with customers and prospects in labels and packaging. It’s important for label printers and packaging converters to know who we are and what we do.... and Packaging Impressions’ magazine, website, e-newsletter and their live event, the Digital Packaging Summit, are great mediums for communicating to the industry.

— David Ellen, President, Domino North America
# Editorial Calendar

## Packaging Impressions 2022

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<tr>
<th>Month</th>
<th>Features</th>
<th>Product Showcase</th>
<th>Bonus Distribution</th>
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<tbody>
<tr>
<td>January/February</td>
<td>- Digital Packaging Summit Key Takeaways</td>
<td>- Static Control, Corona Treatment</td>
<td>- TLMI Converter Meeting</td>
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<td></td>
<td>- What the Packaging Industry Can Expect in 2022</td>
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<td>- PPC Spring Meeting</td>
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<td>- Product Launches You May Have Missed in 2021 + Award Winning Product</td>
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<td>- FTA Forum/InfoFlex</td>
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<td>- Highlights of Best of Show Awards From Industry Competitions</td>
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<td>- FPA Annual Meeting</td>
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<td>March</td>
<td>- State of the Industry - Flexible Packaging</td>
<td>- Anilox Rolls, Cleaning, and Doctor Blades</td>
<td>- Labelexpo Europe</td>
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<td>- How Your Company Can Innovate with State-of-the-Art Flexo</td>
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<td>- Inkjet Summit</td>
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<td>- Knocking Down the Roadblocks: Digital Printing for Flexible Packaging</td>
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<td></td>
<td>* New Series: Guide to Operational Improvements — Prepress</td>
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<tr>
<td>April</td>
<td>- Steps to Making Your Printing Business More Sustainable</td>
<td>- Inspection Systems, Web Guides, Tension Control, Butt Splicing</td>
<td>- Continuous Improvement Conference</td>
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<td>- How to Leverage Sustainability Success to Gain and Retain Business</td>
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<td>- Streamlining and Optimizing Operations with Hybrid Printing</td>
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<td>- Add Revenue by Enhancing the Brand Experience with Embellishments</td>
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<tr>
<td>May/June</td>
<td>- Educating Customers About Realistic Color Expectations</td>
<td>- Off-line Finishing, Coating, and Laminating</td>
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<td>- Is Direct-to-Shape/Object Printing an Opportunity or Threat?</td>
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<td>* New Series: Guide to Operational Improvements — Printing (Conventional, Digital, and Hybrid)</td>
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<td>July</td>
<td>- State of the Industry - Label</td>
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<td></td>
<td>- TLMI Products and Services Guide</td>
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<td>- High Growth Applications: Shrink Sleeve, In-Mold Label, Heat Transfer, and Beyond</td>
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<td>* New Series: Guide to Operational Improvements — Supply Chain</td>
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<td>August</td>
<td>- PRINTING United Preview</td>
<td>- UV/EB/LED Curing, Ink Pumps and Ink Systems</td>
<td>- Labelexpo Americas</td>
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<td>- New Frontiers: Connected, Intelligent, and Interactive Packaging</td>
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<td>- PRINTING United Expo</td>
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<td>- 21st Century Gravure: Reimagining the Possibilities</td>
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<td>* New Series: Guide to Operational Improvements — Finishing</td>
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<td>September</td>
<td>- Premier PRINT Awards</td>
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<td>- Folder/Gluers, Dies and Diecutting (Including Laser)</td>
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<td>- State of the Industry - Folding Carton</td>
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<td>- PRINTING United Expo</td>
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<td>- Automation in Offset: Simplifying Production and Increasing Profitability</td>
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<td>- Digital Packaging Summit</td>
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<td>* New Series: Guide to Operational Improvements — Workforce Development</td>
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<td>- FTA Fall Meeting</td>
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<td>October</td>
<td>- TLMI Converter of the Year</td>
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<td>- TLMI Label Awards</td>
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<td>- Digital Packaging Summit Preview</td>
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<td>- Tips and Tricks to Nail Color Every Time</td>
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<td>November/December</td>
<td>- 2022 in Review: The news, technology launches, and insights that impacted your business</td>
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<td>- COLOR23</td>
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<td>- Buyer’s Guide: Directory of the services, equipment, and supplies that every printer and converter needs</td>
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E-NEWSLETTER

ALIGN YOURSELF WITH LEADING INDUSTRY KNOW-HOW AND BEST PRACTICES!

PACKAGING IMPRESSIONS E-NEWSLETTER
Delivered Weekly to 10,600+ subscribers

A MARQUEE
• 970x250 (scales to 728x188) - $1,975

B LEADERBOARD
• 728x90 - $1,600

C MEDIUM RECTANGLE
• 300x250 - $1,200

D MEDIUM RECTANGLE
• 300x250 - $900

Featured Resources - Call us for more info!
Highlight your whitepaper, demo, video, webinar or any lead generation asset in the Featured Resources Section.

SPECIAL ENEWSLETTER TAKEOVER OPTIONS AVAILABLE!

DOWNLOAD ENEWS SPECS
Looking for prospects leveraging your content marketing strategy? We can deliver powerful prospects utilizing our Resource Library — the premier source for marketing best practices, case studies, white papers, and more. Our robust Resource Library is designed for senior-level executives, business owners, operations and sales managers, and other top decision makers.

**KEY FEATURES**

- Receive unlimited downloads each week for 12 months.
- Full individual contact, firmographics, and context for each download.
- Multichannel distribution across newsletter, personalized website recommendations and social media.
- Optionally ask additional custom questions (additional fees apply).

**BENEFITS INCLUDE:**

- Exposure in trusted media channels to 26,000+
- Branded impressions in front of most engaged audiences.

**COST ANNUALLY: $3,250**

Contact Your Sales Representative to Learn More!

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AUDIENCE RETARGETING

Extending Your Reach Extends Awareness

SCALE YOUR CAMPAIGN BY REACHING OUR AUDIENCE ACROSS THE WEB ON OTHER SITES, SOCIAL NETWORKS, AND NEWSLETTERS.

• Address top-of-funnel audience with components designed for brand awareness AND lead generation.
• Increase contact with your branding using multiple touchpoints across many contexts to help increase conversion.
• Target our unique audience in the digital channels where they interact most.
• Use targeted creative to reach our uniquely qualified audience based on where they are in the buying cycle.

HOW IT WORKS

1. User visits our site
2. Later, as user browses the web, your ad displays on other sites
3. Your ad drives further awareness and action
4. User converts through Premium and Extension Programs

PRICE

$55 CPM
Minimum 50,000 Impressions to Participate

Up to 75% boost in performance over traditional online displays
PARTNER VOICES ARE AN EXCELLENT WAY TO ENGAGE WITH OUR AUDIENCE AND TELL YOUR STORY FROM A TRUSTED THIRD PARTY PERSPECTIVE.

Each Partner Voice is produced in cooperation between our clients and our editorial team and includes several design elements to support your messaging. The Partner Voices remain evergreen on PackagingImpressions.com for maximum ROI.

**Deliverables:**

- Your story professionally edited by Packaging Impressions editorial staff (1,000 - 1,500 words).*
- Up to two (2) relevant embedded links
- Up to two (2) relevant embedded images
- One (1) relevant embedded video
- Multiple “Roadblocked Banners”:
  - A 728x90, 970x250 or 970x90 banner ad.
  - A 300x250 or 300x600 banner ad.
  - A 88x31 or 120x60 logo.

**Distribution:**

- Evergreen placement on PackagingImpressions.com
- Up to three (3) placements in Packaging Impressions inBOX eNewsletter.
- Social channel distribution
- Additional market segment distribution is available through our other brands (ask your representative for additional details).

* Packaging Impressions editorial staff is available to develop the content asset. The cost is based on the individual requirements (single source, multi-source, word-count, etc.) and will be priced accordingly.

**Price:** 3,800
EVERY PRINTING & PACKAGING GROUP WEBINAR IS A FULL-SERVICE, TURNKEY MARKETING SOLUTION THAT GENERATES LEADS, ENHANCES YOUR BRAND AND IDENTIFIES YOUR COMPANY AS A THOUGHT LEADER.

When we create an Printing & Packaging Group webinar, we fuse your message with the current interests and needs of our audience (your targets!). And when all is said and done, you'll have an online event that's on-target, expertly marketed, flawlessly produced, and delivers a solid return on investment.

WEBINARS ARE ACCESSIBLE VIA DESKTOP AND VARIOUS MOBILE DEVICES.

Printing & Packaging Group webinars are live, hour-long educational sessions that feature some of the most renowned experts in the industry, as well as printer panels sharing their real-life experiences. Sponsorship provides a unique opportunity to align your brand with our editorial content.

$7,500
*For multiple brand promotion pricing, contact your sales representative.

NOTEWORTHY extras:

Promoted to Packaging Impressions subscribers only: 150 average registrants per webinar

Promoted to Packaging Impressions + other Impressions Group subscribers: 200 average registrants

White Paper Spotlight
Give us a resource to feature on the event console and in post-event emails.

Webinar Recording
Use these video files as content on your own site! Included in all webinar packages.

Samples: PackagingImpressions.com/webinars
LIVE EVENTS

RESULTS-DRIVEN HOSTED BUYER EVENTS CONNECTING EXECUTIVE DECISION MAKERS WITH LEADING SUPPLIERS AND MANUFACTURERS.

As a sponsor of one of the Printing and Packaging Group’s hosted buyer events, you will have guaranteed one-on-one time with executive decision makers responsible for evaluating and purchasing major technology solutions for their businesses. Attendees are not only senior-level decision makers, but they have qualified to attend the event because of their intent to purchase, with budget to support.

Each component of the hosted buyer events is designed to provide you with quality business development opportunities

Qualified Attendees
The hosted buyer events match sponsors with buyers who have demonstrated intent and budget to invest in digital printing technology.

1:1 Meetings
Pre-scheduled 1:1 meetings match buyers and sellers, providing an ideal way to drive sales and solidify partnerships.

Boardroom Case Studies
Showcase your client success stories with attendees looking for solutions to implement in their organizations.

Relationship Building
Work hard, play hard. The hosted buyer events pack months of business-building opportunities into 3 days of meetings, sessions, and networking.

April 11-13, 2022
Hyatt Lost Pines
Austin, Texas
ijsummit.com

July 25-27, 2022
PGA National Resort & Spa
Palm Beach, Florida
wideformatsummit.com

November 7-9, 2022
Ponte Vedra Inn & Club
Ponte Vedra Beach, Florida
digitalpackagingsummit.com
CUSTOM VIDEO

Need high-quality videos?

BRING YOUR BRAND TO LIFE AND INTERACT WITH CUSTOMERS AND PROSPECTS IN A WHOLE NEW WAY.

Using video gives the first-person experience, and that’s the next best thing to a customer standing right in front of you. From branded product videos and live-streaming to the trade show floor, our end-to-end digital video production services offer a sophisticated blend of creativity and insight to help you enhance your company’s dialogue in the marketplace.

Services Include:

- Video production, from pre-to post-production. Our capabilities include producing, writing, storyboarding, cinematography, editing, sound design, and motion graphics.
- Encoding, streaming, and delivery.
- Social media and optimized online video strategy to determine the life and interactivity of your video after the final cut.

Categories:

- Product Videos
- Testimonials
- Trade Show Videos
- Company Profiles
- Training Videos
- And so Much More!

SEE MORE EXAMPLES AT NAPCOVIDEO.COM
PARTNER WITH PACKAGING IMPRESSIONS TO SHOWCASE YOUR FEATURED PACKAGE APPLICATION

From Studio 1500 in Philadelphia, NAPCO Video Services and the editorial staff of Packaging Impressions will produce a high-quality video showcasing the package of your choice. Ideal Package of the Week featured applications include those created with cutting-edge production technologies or decoration techniques, sustainability focused substrates, e-commerce exclusive packaging designs, smart packaging enablement, and more.

**Services Include:**
- Your company featured in the Package of the Week video
- All video production – from pre-to post-production – including scripting, storyboarding, editing, encoding, streaming, sound design, and delivery
- Preview and approval of the video before it goes live
- Your company has full rights to additional distribution of the video

**Categories Include:**
- Packaging Format: labels, flexible packaging, folding cartons, corrugated, specialty
- Production Technology: flexo, gravure, offset, digital, direct printing, etc.
- Brand or Product Category: food, beverage, spirits, wine, beer, pet, health, beauty, household, electronic, pharma, etc.
- Graphic Design and Decoration: artwork, foil, and specialty effects
- Industry Trends: sustainability, e-commerce, retail displays, smart packaging, etc.

**Promotion:**
- Placement on packagingimpressions.com for maximum ROI to our 13,000 monthly website visitors.
- Featured placement in Packaging Impressions eNewsletter to 10,800+ subscribers
- Social channel distribution – posted 2x on Packaging Impressions social channels

**COST:** $4,500

SEE MORE EXAMPLES AT PACKAGINGIMPRESSIONS.COM/VIDEO/PACKAGE-OF-THE-WEEK
WHAT'S BETTER THAN A CLIENT TESTIMONIAL VIDEO? ONE THAT CAN BE DONE QUICKLY, COST-EFFECTIVELY, FROM ANYWHERE IN THE WORLD, AND COMES FROM AN INDUSTRY-TRUSTED, THIRD-PARTY SOURCE!

From Studio 1500 in Philadelphia, NAPCO Video Services and the editorial staff of Packaging Impressions can interview your clients from around the globe! Sleek “glossy” videos from your client’s facility are wonderful and can be produced by NAPCO Video Services, but often come with a high price tag due to T&E requirements. They can also be disruptive for your client’s staff and operation. The Skype videos process takes approximately 20 minutes and is a highly effective way for your client to tell their success story with your products or solutions.

Services Include:

• Five to 10 minute interview via Skype (or, if local, in-studio) with one of our trusted editors
• Templated intro using your logo
• Pre-video scheduling and testing
• All video pre- and post-production – plus encoding, streaming and delivery
• Preview and approval of the video before it goes live
• Your company has full rights to additional distribution of the video

Promotion:

• Placed 2x on Packaging Impressions inBOX to 10,800 weekly subscribers
• Posted 2x on Packaging Impressions social channels
• Additional promotional options are available for additional cost – such as e-list blasts

COST: $4,500

SEE MORE EXAMPLES AT NAPCOVIDEO.COM
E-BLASTS & LIST RENTALS

FILL YOUR SALES FUNNEL FAST WITH PACKAGING IMPRESSIONS’S ENGAGED COLLECTION OF EMAIL ADDRESSES, OR TAKE ADVANTAGE OF POSTAL LIST RENTAL.

E-BLASTS

Get immediate results with email list rental. Promote your brand to established marketing professionals and industry thought-leaders.

Promote: white papers, webinar registration, trade show attendance, road show or open house attendance, sales and special programs, surveys and more!

18,300+ Packaging Impressions email addresses

95,000+ Printing & Packaging Group email addresses

POSTAL LIST RENTAL

Selects Available: Industry | Job Function | Region | Printing Capabilities

• Find selections on job function, industry, services performed, employee size, and more!

• Serve the executives who make the key purchasing decisions within the commercial printing industry.

• PING US FOR MORE INFORMATION ABOUT ALL OF OUR LIST RENTAL OPPORTUNITIES!

• Postal lists also available. 19,700+ postal records | Selections available
WORK WITH OUR EXPERT EDITORIAL TEAM TO MAKE YOUR CONTENT RISE ABOVE THE NOISE. OUR TEAM OF SEASONED PRINTING INDUSTRY PROFESSIONALS MAKES IT EASY FOR YOU TO GET THE RESULTS YOU WANT IN ORDER TO INCREASE SALES AND GAIN A LARGER CUSTOMER BASE.

As the go-to source for marketing professionals, the Packaging Impressions team offers:

• Professional writers and editors with outstanding knowledge of the printing industry to develop your content
• Decades of experience generating leads and nurturing relationships with printing audiences
• A collaborative process to create engaging content that accomplishes your goals
• Expertly designed pieces by our experienced team of graphic designers

A few examples of what we have done for our partners:

• White Papers
• Case Studies
• Infographics
• eBooks
• Custom Publications

Our SMEs are available for your private event to present market trends, data, and research.
ATTACH YOUR BRAND TO AN INDUSTRY-LEADING RESEARCH REPORT, LEVERAGING OUR ENGAGED AUDIENCE AND INDUSTRY ANALYSIS TO ELEVATE YOUR BRAND WITH THOUGHT LEADERSHIP

What Can NAPCO Research Do For You?

- *Printing Impressions* Research creates data-driven studies that will help you uncover needed marketing intelligence and helps you publish branded thought leadership that generates leads, feeds content marketing programs, and build buzz for your business.

- We partner with our clients to IDENTIFY their unique business challenges and create solutions that ENABLE deeply informed decision-making and DELIVER results.

- Gain access to the Printing & Packaging Group’s engaged audiences of industry executives across key industries.

**Services Include:**

- Landscape Analysis
- Competitive Analysis
- Benchmarking
- User Research & Analysis
- Lead Generation
- Sales Training

**Sponsorship Includes:**

- Research-Based Webinars
- Brand Awareness and Market Positioning
- Print Growth Strategies & Capital Investment Research

- Co-branded report with logos on front, inside, and back covers
- Report featured on packagingimpressions.com and distributed through PKI Newsletter
- Logos on all email, online, and any other report promotions
- All leads generated from the report downloads will be shared with sponsor

**NAPCO Research Clients**

[List of logos]

**Powered by:**

[Logo of NAPCO Research]
Our Team

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Social

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LINKEDIN