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PRINTRON ENTERS INTO VALUE ADDED RESELLER AGREEMENT WITH MANAGEARTWORKS

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Printron (www.printron.com), the highly innovative and industry leading artwork & prepress agency announced today that they have entered into a value added reseller (VAR) agreement with ManageArtworks (www.manageartworks.com), the technology-powered packaging artwork management leader.

ManageArtworks will provide an integrated artwork management and digital asset management (DAM) software solution for Printron's brand owner and printer clients, as well as creative agency partners. Printron brings nearly 60 years of packaging commercialization industry experience and client relationships to the ManageArtworks team. Both companies plan to work collectively to commercialize artwork management services.

"We are excited to add the ManageArtworks technology to our portfolio of products and services," said Michael Shannon, Printron Chief Revenue Officer. "Partnering with ManageArtworks enables Printron to bring a much needed client solution to market, without getting into the software business." "Just like the prepress software we use from Adobe, Esko, and others, it's our knowledge and expertise of the applications that brings value to our clients." "We have always operationalized 'Best-In-Breed' technology, and ManageArtworks is a continuation of this strategy." "Of course, there's the added bonus of working with Marriott again, which I look forward to." "We spent many years working together at a former company where we were both management investors and part of the executive leadership team."

Marriott Winchester states, "today, we must find real solutions for our packaging clients." "Removing time, cost, and waste is a high priority for Printron." "Our greatest challenge is not being in a position to automate production processes when we have bad, missing, or incorrect artwork data." "The industry needs tools to collect, reuse approved information and to validate that all the artwork copy is correct before we attempt to automate our processes." "ManageArtworks provides Printron and its clients with the power of industry-leading copy management and artwork management tools; hosted in a SAAS environment that eliminates software support costs while providing ISO-certified FDA-compliant solutions." "Working with Michael and his team is a natural fit, and the entire ManageArtworks team is ready to support Printron and their clients."

Founded in 1963, Printron is a full service integrated artwork and prepress agency, providing world-class graphic services to brand owners and printers. 100% made in the USA, Printron provides everything you need to bring your packaging to life, all in one place; whether it's the primary packaging that holds precious products or the secondary packaging that carries brands home.

ManageArtworks is a cloud-based packaging and artwork lifecycle management system. It connects people and processes across internal departments, customers, suppliers, agencies, and vendors to get products faster to the market while meeting regulatory compliance. ManageArtworks is the foundation for your products' packaging and artwork requirements, delivering supply chain agility and compliance.

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