

## FOR IMMEDIATE RELEASE

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### **W.A. Wilde Company selects Paloma Print Perfect**

#### ***Partnership will reduce document testing costs and improve document quality***

**May 15, 2009** – [www.palomaprintproducts.com](http://www.palomaprintproducts.com) - Paloma Print Products™ announced today that W.A. Wilde Company®, a leading provider of advanced direct mail, marketing, and fulfillment solutions, has selected Paloma's Print Perfect™ document testing automation software solution. Wilde has licensed Paloma's solution as its enterprise platform for document testing automation as Wilde develops direct marketing applications with the HP Exstream® document composition software. By automating its document testing process, Wilde stands to drastically reduce document testing time and cost, while also improving the quality of new document development, ongoing document modifications, and HP Exstream software upgrades.

Key drivers in Wilde's selection included Print Perfect's ability to test many different print file formats - including AFP®, Postscript®, and PDF® - in a dramatically shorter timeframe than manual testing processes allow; Paloma's unique PowerSWITCH™ testing workflow automation module, which will allow both technical and non-technical employees to quickly and easily test and review documents; Paloma's unique service bureau licensing model which will allow Wilde to more accurately allocate document testing costs to specific projects or customers; and Paloma's knowledge, focus, and technical expertise for supporting Wilde's HP Exstream output environment.

"We are very impressed with Print Perfect's ability to allow any Wilde employee to easily and accurately identify document changes, both those changes which are expected as well as those which are unintended," remarked Jeff McFadden, Senior Vice President, W.A. Wilde Company. "Our old manual document testing process took so much longer and was not nearly as accurate and reliable as Print Perfect. Also, because Print Perfect includes a complete testing workflow automation module, even our employees who haven't been trained in the use of Print Perfect can submit test jobs and have the results automatically emailed directly to their PC."

"In fact", added Mr. McFadden, "we had reviewed other solutions with similar print comparison modules, but none had the powerful PowerSWITCH workflow module that Paloma offers. In addition, when we spoke with some of Paloma's clients prior to deciding to purchase Print Perfect it was clear that Paloma's superior focus on, and expertise in, document testing automation, made them a great vendor and true partner to their clients. They are the right choice for Wilde."

Not only will Print Perfect save substantial time and money, but it is another step Wilde is taking to ensure the documents its clients send to their customers continue to be of the highest quality. The implementation of Paloma's Print Perfect is just another step in building on the outstanding reputation Wilde has built over more than 140 years in business.

“It was obvious to us from the onset that W.A. Wilde is a company that values its customer relationships and understands the impact that poor quality can have on its clients. In addition, Wilde has first-hand experience with the tremendous drag manual document testing processes have on productivity, document quality, and profitability,” said Joe Pigeon, President of Paloma Print Products. “We are honored that a strong, progressive company such as W.A. Wilde has chosen Paloma Print Products to automate their document testing processes.”

### **About W.A. Wilde Company**

W.A. Wilde Company was founded in 1868 and is in its fifth generation of family ownership. Many Wilde clients know them as the leading letter shop in New England, but in reality they are much, much more. In the many years since it was founded in the Civil War era, Wilde has remained committed to a core set of values as relevant to its success today as it was then – the values of hard work, treating people with dignity and respect, and the importance of innovation.

Wilde’s entrenched spirit of innovation has led its evolution from its early roots as a book publisher to its position today as a single source for integrated media solutions. Wilde’s expertise, services and capacity rival industry leaders across the country.

### **About Paloma Print Products:**

Paloma Print Products is a systems integrator focused on document testing automation. Paloma provides a completely integrated document testing solution that gives businesses the ability to deliver higher quality customer documents in a fraction of the time and cost associated with older manual document testing technologies. Companies in the print and mail services, insurance, financial services, retail credit, telecommunications, and utilities industries, as well as government, can realize extraordinary time to market and testing cost reductions, while moving document quality toward Six-Sigma™ levels.

Paloma Print Products is located in Cedarburg, Wisconsin. For more information about Paloma Print Products and its market-leading document testing automation solutions, visit [www.palomaprintproducts.com](http://www.palomaprintproducts.com), or contact Paloma at 262-618-4125.

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