

FOR IMMEDIATE RELEASE

February 23, 2016

CONTACT:

Steve Mattingly
Southern Lithoplate, Inc.
(800) 638-7990 ext. 2240
Fax: (919) 556-1977
SMattingly@slp.com
www.slp.com



SLP Strategic Alliance Releases White Paper to Help Newspapers Generate New Revenues by Being an Indispensable Part of People’s Lives



WAKE FOREST, North Carolina — The SLP Strategic Alliance today announced the availability of a new white paper, “25 Ways to Improve Your Print Products in 2016,” that proposes different solutions to the specific challenges faced by newspaper companies. Newspapers can capitalize on their strengths by finding meaningful and lucrative ways to connect with their readers.

The lively and informative white paper, written in collaboration between Strategic Alliance partners Creative Circle Media Solutions, MWStange, LLC, Virtanza™ Sales Education and Job Placement, and Southern Lithoplate (SLP), is a distillation of the authors’ many years of experience advising newspapers on breaking through barriers to growth.

In an effort to help newspapers increase revenue and audience, the paper delves into the vital role newspapers play in the lives of families, shoppers, organizations, business leaders and others, and suggests steps to market to these attractive audiences. It challenges newspaper decision makers to examine current strategies that are getting results and those that fall short of expectations. It then reveals ways to bring new life to what has been newspapers’ most valuable product line.

“This ‘how to’ guide offers valuable ideas for attracting, engaging and retaining casual readers, subscribers and advertisers,” said Steve Mattingly, senior vice president of SLP. “The folks bringing you this white paper feel quite strongly that print is not dead and that it’s not dying anytime soon, despite what you hear from the ‘experts.’ There is plenty of room for improvement. Print can be better if we are willing to change the way we produce it.”

“25 Ways to Improve Your Print Products in 2016” is available for immediate download at slp.com/25printideas.

SLP (www.slp.com) is a leading provider of digital plate solutions and associated products for printers throughout North America and around the world. Privately held, American owned and professionally operated, SLP is headquartered in Wake Forest, North Carolina, near the world-renowned Research Triangle Park. The company’s state-of-the-art manufacturing facilities are located in North Carolina and Michigan.

###