

# Southern Lithoplate's Driving Force

## PASSION

*How did Southern Lithoplate earn the market's confidence above and beyond even the big three? The Pointe found the answer to this question and more in a recent interview with Clark A. Casson, President & COO of Southern Lithoplate, Inc.*

**The Pointe:** What fuels Southern Lithoplate's Passion?

**Casson:** "Southern Lithoplate's passion is a direct extension of leadership values refined while manufacturing lithoplates for over 70 years. Our late father, E.A. Casson, Jr., Founder of Southern Lithoplate, was an inactive Marine Drill Sergeant. He trained all of us with military expertise to drive hard and smart in order to consistently deliver better value to our customers, our vendors, and our families. With our average employee's age of 45, our passion will fuel our drive into the future."

**The Pointe:** How will you use your team's energy to continue your forward momentum?

**Casson:** "We will utilize our energy and our ability to listen closely to our customers to provide the best solution to their needs. For example, as we printers throughout North America transition to CTP technology at a mass-adoption pace, Southern Lithoplate is providing the most robust technology available. Going forward, our patented technology portfolio with our world-class-product initiative ensures our customer partners continuous product improvements and new product development in order to meet their future needs."

**The Pointe:** What are your thoughts on the recent Belden Associates Brand Preference Study?

**Casson:** "Given Southern Litho has never fought for brand or market share, finding out we are the overall market's preferred provider humbles us! Our continuing mission to deliver the best in technology and service at the best value has earned us this confidence. 'My hat's off to our customers!' We're very grateful for their loyalty."

**The Pointe:** Considering your competition, how does this recognition change your perspective?

**Casson:** "There are dramatic changes taking place: mergers, acquisitions, consolidations, the upcoming closing

of Western Lithotech's plate capacity in Texas. All this results in less plate capacity and fewer choices for the news market. In the midst of it all, Southern Lithoplate will maintain our focus. The Belden study along with our actual growth in customer share clearly documents that the marketplace values Southern Lithoplate's passion and our proven performance in delivering quality, technology, service and value."



**The Pointe:** You speak of value a lot. What does that really mean?

**Casson:** "Our original mission was to deliver high quality at low cost. However, we acknowledged at NEXPO two years ago our true mission is more than that; we are The Value Leader. That means Southern Lithoplate's manufacturing design is to be lean, productive and efficient, more so than anyone we compete against. We will integrate the best technologies into

our plant and our products to ensure our customers have the best at the best overall price with long-term price stability."

**The Pointe:** Any final words?

**Casson:** "I don't want to oversimplify my thoughts, but simply put, Thanks! We appreciate our customer relationships and the markets' confidence in us. We will continue to be there for you!"

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