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**NEW LOOK CONVEYS FRESH BUSINESS APPROACH
FOR PRINTING COMPANY IMMERSED IN RICH HISTORY**

DECATUR, ILL. – As many printing companies yield to industry consolidation, Huston Patterson is gearing up for more print runs. And the 100-year-old-plus company is doing so with a new look, emphasizing both the experience and evolution of Huston Patterson.

“We are focusing our primary business on the large format package print industry – such as you see on point-of-purchase displays – by enhancing and expanding our equipment to provide the best quality and turnaround time for our clients,” says Thomas W. Kowa, Huston Patterson President/CEO. “We have also expanded other in-house capabilities.”

In awakening Huston Patterson’s identity as a leader in the marketplace, the company chose to bring a fresh look to their logo without losing the identity of the previous logo – a familiar symbol to loyal clients for decades. The lettering was changed to a modern, sleek block type, while the right-adjusted orientation of the wording remains the same.

“In the transition to our new identity, we dropped the word, printers, in favor of a new tagline, ‘Experience. Evolution.’” says Kowa. “The intent is to symbolize our commitment to clients by continually offering the pinnacle in service and technology.”

The three bold colors contrasted by a cool gray symbolize the visual impact of Huston Patterson’s final product. Graphic elements reinforce the company’s core strengths. The green sphere and “T” below it form a person with arms outstretched representing leadership and the people behind Huston Patterson’s success. The “ink to paper” graphic represents craftsmanship, the skill and quality required for fine printing. The impression of paper passing over a roller represents innovation, and the high level of technology and automated processes that produce the best products efficiently. Finally, the culmination of these strengths and the client experience represent unparalleled value.

Huston Patterson is the one of the oldest package printing companies in North America, and has served the large format print industry for more than 100 years. As a world-class printing organization, Huston Patterson provides clients with unparalleled value and performance through effective use of technology and craftsmanship by incorporating the unifying principles of trust, integrity and commitment. For more information, visit the Web sites at www.hustonpatterson.com and www.experiencetheevolution.com.