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HUSTON PATTERSON TAKES CLIENT QUALITY TO A NEW LEVEL WITH UNIQUE HPx PROGRAM

DECATUR, ILL. – Huston Patterson, the oldest privately owned large-format package printer in North America, recently unveiled its new HPx program. The program is designed to help the company take client quality and experience to new levels.

“We have always put client quality at the top of our list of priorities, but HPx is simply our own company’s unique process to further enhance every client’s experience,” says Huston Patterson President/CEO Thomas W. Kowa. “We established HPx so we can better identify, assess and fine-tune our procedures and processes to provide the assurance Huston Patterson will exceed the expectations of all our clients like no other package print company in North America.”

HPx is under the direction of Jeanice Gillett, Huston Patterson’s new Chief Experience Officer (CXO) – a high-level position essentially viewed as an internal client. Gillett has worked for Huston Patterson since 2004 in Prepress Technical Services, and will use that experience to focus the service program in four areas:

- **The HPx Team** will visit participating client facilities to understand and assess operating procedures, processes and policies. Once complete, the HPx team will review the information with appropriate Huston Patterson staff to discuss the best ways to help each client above and beyond just printing services.
- **HPx Client Relations** will provide greater personal, Web-based and integrated communication and feedback opportunities.
- **HPx Training** for Huston Patterson employees will allow certification in specific aspects of business disciplines with a focus on exceeding client expectations.
- **HPx Continuous Improvements** will turn client feedback into greater results.

“As CXO, Gillett will help ensure Huston Patterson client needs and wants are met,” says Kowa. “The result will be industry-leading client satisfaction!”

“The HPx approach allows us to assure quality printing and quality service,” says Gillett. “Our staff will be equipped with the knowledge needed to lead to greater client success.”

As part of the HPx rollout, Huston Patterson has introduced new, online custom-designed preflight software to more efficiently process client files and utilize technology. For example, the software can minimize printing delays by correcting any errors much earlier

in the process for quicker project turnaround and potential cost savings.

As a world-class printing organization, Huston Patterson provides 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.