

Barb Baylor Anderson  
618-656-0870  
banderson@verse1.net  
Thomas W. Kowa  
217-429-5161 Ext. 107  
tkowa@hustonpatterson.com

FOR IMMEDIATE RELEASE – October 17, 2006

## **HUSTON PATTERSON NAMED “INNOVATOR OF THE YEAR” FINALIST**

DECATUR, ILL. – Huston Patterson was recently named a finalist for the 2006 “Innovator of the Year” Award by the Association of Independent Corrugated Converters (AICC) for the large-format printing company’s new, branded HPx Program.

“Our HPx Program is truly an innovative and proprietary approach to exceeding our client’s expectations,” says Huston Patterson President/CEO Thomas W. Kowa.

In developing the comprehensive client services program, Huston Patterson performed a complete analysis of operations, gathering internal perspective on performance from employees and management, and obtaining an external perspective from clients. The information was compiled with a Web-based assessment tool. Results were categorized into organizational design, strategy and culture.

Huston Patterson appointed a task force with representatives from all departments to develop strategies to address the three areas identified as most important; products/service, responsiveness and reliability. The task force developed the HPx program which includes the HPx Academy (employee training and certification), HPx Team (client procedures integration team), HPx Preflight Program, HPxperts and a Chief Experience Officer to lead the program.

“As highlighted in our presentation to the AICC Membership, the HPx Program has already accomplished many measurable successes for Huston Patterson’s clients,” says Kowa. “The HPx program is designed to exceed client expectations, and we will continue to make more strides in adding value so our clients will rely on us for their next printing job.”

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](http://www.hustonpatterson.com) and [www.experiencetheevolution.com](http://www.experiencetheevolution.com).