



The Standard Group wins 'Best Catalog' for North East Region of North America



Perform Group's
Curtain Call
Catalog

The Standard Group, Pennsylvania's premier print, digital media and integrated communications company, took home a "Silver Award" for the outstanding printing of the Curtain Call dance catalog designed by Perform Group, LLC.

The Curtain Call catalog was produced using The Standard Group's HD TRUE Printing, which is considered the highest definition offset printing technique on the market today. The process achieved greater image detail and the color accuracy needed to match the dance outfits.

"This is by far one of the most beautiful catalogs we have ever printed," commented Scott Vaughn, CEO of The Standard Group. "This was a combination of great design, excellent photography, superb color management and printing expertise. And the catalog was even more effective because of our use of

HD TRUE Printing."

Considered the 'Oscars' of the print world, The Sappi Printers of the Year awards recognize master craftsmanship and excellence in printing. At this year's competition, there were approximately 1,800 entries across North America with winners selected based on overall impact, degree of printing difficulty and technical excellence.

"We are excited to have won a Silver Award," said Sara Murphy, Director of Marketing and Design at Perform Group LLC. "The entire team puts so much effort into this Curtain Call Catalog and we are very proud of the print outcome. We greatly value the partnership that we have with The Standard Group. Our customers, and even our competitors, have praised us for the quality of the catalog, and now to be validated by the industry is a big honor."

