



FOR IMMEDIATE RELEASE

Progressive Impressions International Recognized as a Winner of 2017 Best of Print & Digital® Award



Bloomington, IL – January 11, 2017 – Progressive Impressions International (*pii*) – one of the largest full-service direct marketing providers and a leader in developing and producing highly personalized communications – today announced that the company has received recognition as an award winner of *Printing Impressions*' 2017 Best of Print & Digital® program.

Printing Impressions is the most widely read resource for the printing industry and its Best of Print & Digital® annual program serves as the industry standard for measuring customer loyalty. The program identifies which companies have provided the highest service delivery to their customers over the last year, as measured by independent customer surveys performed by Butler Street Research for the print and digital industry. Only the very top companies in the industry achieved this distinction, and *pii* is honored to receive this award for the second consecutive year.

"Helping our clients produce high performing, extremely personalized communications is the cornerstone of our company's competencies," said Jamie Huff, *pii* President. *"To be recognized consistently for accomplishing this gives our team great pride."*

As Mike Jacoutot, Butler Street's founder and managing partner shared, *"This year's winners are clearly the best of the best in the industry. They have proven the difference that exceptional customer experience makes and as a result, are poised for increased client loyalty and future profitable growth."*

About *pii*

Since 1993, Progressive Impressions International has been providing direct mail marketing with personalization for leading companies in Insurance, Financial Services and Health Care. As one of the largest full-service direct marketing solutions providers, *pii* builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels and made available to distributed sales forces via an easy-to-use Web-based tool called Conductor. *Pii* solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for *pii*. In addition, *pii* offers a full range of commercial and specialty printing services.

About Butler Street

Butler Street, a leading provider of client loyalty research and retention programs across the print industry,

in conjunction with NAPCO Media, Printing Impressions and Print+Promo, launched the Best of Print & Digital Award Program® to recognize those companies with the highest customer loyalty in the industry. Butler Street specializes in helping companies and their people grow and delivers lasting results in the two most challenging areas that companies face: client development and talent development. For more information: <http://www.bestofprintanddigital.com>

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