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MAJOR INVESTMENT IN FONT MANAGEMENT SOFTWARE BENEFITS PII CLIENTS

System helps ensure security, efficiency and compliance to brand standards

BLOOMINGTON, ILL. -- Progressive Impressions International (Pii) recently made a major investment in new font management software, providing a valuable tool that will help Pii's clients ensure compliance with their brand standards, realize efficiencies and gain access to a much wider selection of fonts.

The software "fingerprints" each font within the library, which allows Pii to quickly:

- Find specific fonts
- Differentiate between similar fonts
- Manage each font's specific license requirements for compliance purposes

Perhaps the most exciting tool of the new software is its "visual compare" capabilities. This allows creative staff to compare text in any available font via font previews that float on top of the document. Other features include the ability to find fonts similar to the one currently selected, and avoid the use of unlicensed or low-quality fonts.

Several security features help to ensure the correct and appropriate use of fonts. To prevent unapproved use, for example, a "white list" tool reserves selected fonts for specific users or computers. In addition, an auto-activation feature allows Pii to maintain a large library that includes special fonts used only occasionally — but when used, strictly comply with licensing requirements. Finally, the software tracks use of fonts in its library.

"Fonts are a key component of any company's brand and are often updated or replaced," said Jamie Huff, President of Pii. "Our new font management software increases the size of our font library; but more importantly, it makes controlling each client's fonts virtually effortless and extremely reliable."

About Pii:

Since 1993, Progressive Impressions International (Pii) has been providing direct marketing with personalization for leading companies in Insurance, Financial Services and Health Care. Pii is

one of the country's 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 — such as direct mail and email — 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.

For more information or to schedule an interview about this topic, please contact Gary Moore at 309.664.0444 extension 6008 or email gwmoore@whateverittakes.com.