

FACT SHEET



ConduIT Ownership = 31%

- Contacts:** Janice Reese Paul van Hoesen
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- Mission:** *Making print simple*TM by giving graphic arts professionals more choice, more control, and more convenience to create, manage and distribute information across disparate platforms and global networks.
- Executive Team:** **Janice Reese**, Strategic Marketing and Business Development
Paul van Hoesen, Workflow and Infrastructure Consultant
- Business Model:** Network PDF *markets products* (e.g. FoldRiteTM, iBramsTM, and standards-based publications -- see below) and provides fee-based consulting services to *customize solutions* for publishing or print-intensive clients or industry vendors.
- Value Proposition:** NPDF uses ROI-proven products and services to significantly improve end-to-end workflow processes in each stage of electronic and print production (including creative, pre-press, printing, and distribution thru multiple media). NPDF's methods emphasize education/training and a *standards-based* approach to industry problems and challenges.
- Core Competence:** Optimizing *interoperability* and addressing *interdependence* among disparate equipment, software systems, workflow processes, and management/operational techniques.
- Differentiation:** *Proven* products and partners. Participation in industry-standards groups (e.g. CIP4), so that all NPDF solutions are *standards-based*. *Leaders* in industry education and training.
- Markets:** Marketing and design agencies; print-finishing industries; electronic and print publishers; binderies; letter shop, mailing, fulfillment, and procurement operations; equipment manufacturers, suppliers and service providers to these industries.
- Vision:** Making *global interoperability* a reality in the graphic arts supply chain, so that global networks become permeated by global standards and practices.
- Products:** FoldRiteTM system for managing folding plans/operations: www.foldfactory.com (excl. licensee)
iBramsTM integrated Brand Management System: www.iBrams.com (U.S. distributor)
- Publications:**
MIS: A Guide for Managers (24 pp, English or Japanese) explains print connectivity from content creation to automated production.
JDF: A Guide for Managers (32 pp, English or Spanish) makes the "job definition format" understandable to non-technical managers.
Fold: The Professional's Guide to Folding (850 pp. in 2 vol., over 100 illus.) is the first-ever complete collection of brochure folds (>180), written with designers and printers in mind and reviewed/approved by some of the largest binderies in the U.S. and Canada.
Coming Soon:
- **A Guide to Print Industry Standards**
- **Pocket Guide to Folding**
- **Digital Print: A Guide for Managers**
- Services:** Network PDF experts are available for consulting assignments related to the company's mission.
- Web page:** Background information on NPDF is at www.networkpdf.com .

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