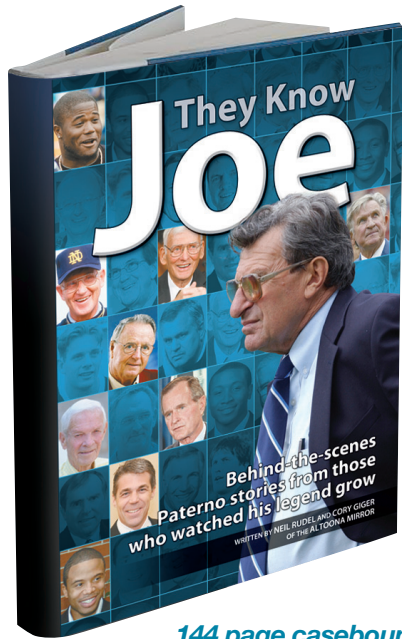


Publisher works with NPC to produce book about legendary Penn State football coach Joe Paterno



144 page casebound and paperback versions

NPC, Inc. worked closely with representatives from the Altoona Mirror newspaper (Altoona, PA), a division of Ogden Industries, Inc., and was part of the production process from preparation through delivery of the 144-page, four-color book “They Know Joe”, a behind-the-scenes look at legendary Penn State football coach Joe Paterno.

“We knew of NPC’s reputation as a government printer, but once we toured their facility we saw they had a much more diverse and flexible operation than we’d imagined,” said Ray Eckenrode, General Manager of the Altoona Mirror. “A key selling point for us was their on-site postal expertise, which allowed us to do this book as a ‘one-stop’ project with NPC.”

NPC, which already had a working relationship with the Altoona Mirror on some other projects, played a major role in the book’s production process long before it was printed. Our sales and customer service staff provided a comprehensive look at paper selection, cover options and distribution solutions, while our preflight specialists handled all file preparation, pagination and publication setup.

“Working with the staff at NPC made me feel like I was working in-house instead of sending my job away and ‘hoping for the best,’” said Altoona Mirror graphic designer Tom Worthington II. “Any questions I had, they were right there to answer. Overall it was a great experience working with NPC and I look forward to working with them again.”

The book was produced in two versions – soft cover that was perfect bound and hard cover that was case bound – and NPC provides complete warehousing and mail order fulfillment. Our goal was to be more of a printing partner and not just a contractor for this project.

“We’re thrilled with how our book turned out and impressed with the technical work NPC did to get it just right. We’re also impressed that the people there have been on board with us as a true partner, not only concerned with getting the book printed, but also with helping us market the book.”

- Ray Eckenrode, General Manager
Altoona Mirror

Authored by award-winning writers Neil Rudel and Cory Giger of the Altoona Mirror, the book chronicles the life of Paterno through the eyes of those who watched his legend grow. With forewords by former President George H.W. Bush and former long-time Florida State head football coach Bobby Bowden, and chapter contributions from a number of nationally-known sports figures like Lou Holtz, Beano Cook, Chris Fowler and Dan Rooney, the book offers an in-depth look at Paterno’s coaching career.

