

PRINTING IMPRESSIONS®

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Top Management News

\$5.00

Direct Marketing Industry Leader Appointed CEO of LEHIGH PRESS

Builder of Top 2 Industry Giants

CHERRY HILL, NJ—When Lehigh Press officials began their search for a leader to take the company into the next century, they were seeking somebody who knew the industry, and whom the industry knew.

They found him in Raymond A. Frick, Jr., who is now CEO and President of The Lehigh Press.

Frick comes to Lehigh Press from Quebecor Printing (USA), where he was President and COO for the Commercial Printing, Book and New Market groups. At Quebecor, Frick had P & L responsibility for nearly \$1 billion in revenues in printing and digital communications. While at Quebecor he created and built the direct marketing business from start-up to over \$300 million in annual revenues in less than three years. Quebecor Direct is now the largest provider of direct marketing printing in the graphic arts industry.

Prior to his position at Quebecor, Frick was a group president at Banta Corp., from 1988 to 1994, and was president of Brookshore Lithographers prior to its acquisition by Banta in 1988. While at Brookshore and later Banta, Frick grew the Direct Marketing business from \$12 million to over \$200 million in annual revenues before he was recruited into Quebecor.

Frick is no stranger to Lehigh's book component business. As COO at Quebecor, Frick was responsible for



Frick: Industry veteran

over \$400 million in book printing sales (among other responsibilities) where he was instrumental in expanding and integrating 8 operations to achieve the #1 market position in adult trade hard cover books. Earlier in his career, Frick held sales positions with R.R. Donnelley's Book Group and before that was in marketing research and sales at DuPont Co.

Frick states: "Lehigh Press has earned an enviable position in the printing industry and has been a consistent innovator for decades. Our company operates in three of the most exciting sectors of the industry, including publishing components, direct marketing materials, and electronic prepress. We are committed to an aggressive growth program in our core businesses in the future."

TOP 10 DIRECT MAIL PRINTERS IN NORTH AMERICA

COMPANY	SEGMENT SALES (MILLIONS)	TOTAL SALES (MILLIONS)
**1 Quebecor Printing Montreal	\$385.00	\$3,500.00
2 Banta Corp Menasha, WI	\$216.00	\$1,084.00
3 World Color Press Greenwich, CT	\$147.69	\$1,641.00
4 Webcraft Technologies New Brunswick, NJ	\$125.00	\$ 250.00
5 Wallace Computer Services Lisle, IL	\$117.82	\$ 906.30
6 The Instant Web Companies Chanhassen, MN	\$ 84.80	\$ 106.00
7 Lehigh Press, Inc. Cherry Hill, NJ	\$ 57.00	\$ 124.00
8 General Business Forms Skokie, IL	\$ 56.81	\$ 87.40
9 Clondalkin Group Philadelphia, PA	\$ 55.30	\$ 553.00
10 Japs-Olson St. Louis Park, MN	\$ 36.00	\$ 90.00

** Sales figures reflect 1997 acquisitions.