

## An *Innovative* 2009

At Brown, we recognize that 2009 will be a challenging year for both catalogers and publishers. With that in mind, Brown will continue its focus on creating value for our customers. With each innovation, Brown will provide additional options to help navigate through these difficult times.

I have outlined a few of our initiatives below, and throughout this issue of *The Brown Advantage* you will read more in-depth details about what Brown has in store.

### **Brown Logistics Services**

As logistics services have become more and more of an integral part of our business, Brown has continuously increased our capabilities and product portfolio. This year we will help our customers achieve greater postage savings by doubling our pool sizes and offering variable trim binding. These innovative distribution solutions will provide increased postage savings, tighter in home windows, and on-time delivery.

### **The Paper Group**

Brown Paper Group's purchasing power and established relationships enable us to provide paper to our customers at increased savings.

Annually, Brown purchases, stores and manages more than 140 million pounds of paper. In addition to leveraging Brown's Paper Group for your purchasing needs, you can also eliminate storage and handling expenses, be guaranteed quality stock and eliminate the amount of time you spend negotiating with paper mills.

### **New Product Development**

By being responsive to customer needs, maintaining flexibility, and exploring new opportunities, Brown continues to grow. In this issue you will read more about B. Direct's new Customer Portal, launched in February. This new service, developed in conjunction with our customers, offers a central repository of information including production, distribution, and inventory account management, available online 24/7.

Enhancements to our digital edition services offer an opportunity to increase revenues and circulation. We now offer flash based digital editions, the ability to stream in and sell digital ads, and the ability to sell both print and digital editions online.

### **Environment**

Brown continues to make major strides to improve our business practices and create environmentally friendly options for our customers. Most recently, Brown was awarded SoySeal Ink Certification and joined the Environmental Protection Agency's SmartWay Transport Partnership.

Additionally, we added a full-time Environmental Engineer to study the environmental impact of proposed projects, to research and implement further process improvements, and to conserve environmental resources.

At Brown we strive to provide world class service and value for our customers, and these are just a few of the initiatives that we are pursuing in 2009. To find out more about what Brown has to offer, please speak with your sales representative directly or visit [www.bpc.com](http://www.bpc.com).



Best Regards,

Volker Petersen  
President and CEO

# Brown Takes Flight ON American

When Robin Pulford, Sr. Commodity Manager of American Airlines, Inc., began developing the bid package for American Airlines in-flight magazines consisting of *American Way*, *Nexos*, *Celebrated Living* and *ON American*, she utilized her diverse background in print, publishing and manufacturing.

"I began my career as a designer, moved into manufacturing with experience in print and bindery operations, and then crossed over to the customer side of the business as a Production Manager and Buyer of marketing materials. The value I bring to the table is my comprehensive understanding of the goals of both Brown and American Airlines," said Robin Pulford. "When American Airlines asked me to develop the specifications and bid analysis, I had the right tools to facilitate that process."

*American Way* is a bi-monthly publication and is available to every American Airlines passenger. Created as a tool to help support American Airlines and entertain their captured audience, the articles are kept timely, relevant, and interesting. American Airlines' in-flight publication *Nexos* targets Latin American and Hispanic passengers and is published in both Spanish and Portuguese. *Celebrated Living* is available on American Airlines flights in First and Business Class and in American Airlines Admirals' Clubs worldwide.



Each issue has a selection of recommendations for travel, restaurants, nightlife, golf, shopping, wine and spirits, events around the world, top-rated spas and products, as well as a celebrity cover story. *ON American* is the entertainment magazine used on board to communicate audio and video selections available to the customer in First and Business Class.

Brown was awarded American Airlines' in-flight magazine production late in 2008. "To justify a move to a new printer, the supplier would need to be priced market competitive, add value to the relationship and have long term stability," said

Pulford, "We were impressed with Brown's operations, people and innovative distribution strategy plus the value in procuring and managing our paper purchases."

"We knew that paper and logistics would be important aspects of the bid process," said Doug Sweet, Brown Sales Representative for the American Airlines account, "The Paper Group and Logistics Services worked to develop unique strategies for the proposal and we now deliver to 80 different airports across the country."

Brown's core capabilities and customer service has lead to a successful partnership between Brown and American Airlines. For more information on Brown and its paper or logistics services please visit [www.bpc.com](http://www.bpc.com).

## Going Green The SmartWay

Brown began 2009 by partnering with SmartWay<sup>SM</sup> Transport Partnership, an innovative collaboration between the U.S. Environmental Protection Agency (EPA) and the freight industry designed to increase energy efficiency while significantly reducing greenhouse gases and air pollution.

By improving our freight options and environmental performance, Brown will be contributing to the partnership's goal of reducing 33 to 66 million metric tons of carbon dioxide and up to 200,000 tons of nitrogen oxide per year by 2012.

"Brown has made a commitment to reduce its environmental impact, and becoming part of the SmartWay Transport Partnership was a natural step to further this commitment. By making environmentally conscious choices throughout our production process, and now through our selection of third-party carriers, we continue to increase the successes of our industry-leading environmental initiatives" said Pat Bayer, Director of Brown Logistics Services.

For more information on Brown's environmental initiatives please visit [www.bpc.com](http://www.bpc.com).



# Co-Mail Capacity & Capabilities *EXPANDED*

Brown is proud to announce the expansion of our co-mail capacity and capabilities through a vested partnership with ALG Worldwide Logistics and their sister company Print and Mailing Solutions (PAMS) based in Bolingbrook, IL.

With this partnership, we have more than doubled our co-mail volume and more than tripled overall co-mail capacity. With the increased volume, customers will realize greater postage savings. In addition, we will be able to offer additional capabilities which include: expanded trim size range, significant improvements to inkjet font capabilities and positioning, improved polybag capabilities, and tighter in-home delivery windows.

"Brown is continually working to improve product offerings, and this partnership will drive new efficiencies in the postal stream, providing greater value for our customers. In combination with Brown's current mix of logistics services, including in-line co-mailing, Alliance List Services, and robust co-palletization and drop shipping programs, Brown is positioned to maximize postal discounts for our customers" said Pat Bayer, Director of Brown Logistics Services.

If you would like more information about our exciting new co-mailing opportunities or any of our logistics options, please contact your sales representative or e-mail us as [contact.us@bpc.com](mailto:contact.us@bpc.com).



## B.DIRECT ENHANCES CUSTOMER SERVICE WITH CUSTOMER PORTAL

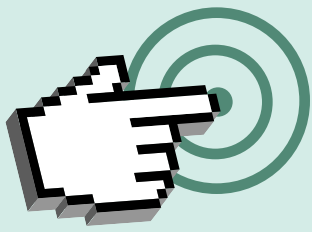
On February 2, Brown's B. Direct service launched its newest avenue of information with B.Direct-Customer Portal. The portal, an extension of B.Direct, provides online real-time information on inventory, production, and distribution.

"Prior to the Customer Portal, this type of information was only available to our customers through a Customer Service Representative or direct contact at the plant level," said Scott Blahosky, Brown's IT Business Systems Manager. "This additional avenue will allow our customers the capability to retrieve up to the minute reporting securely through any standard internet connection, at any time."

The benefits of the B.Direct-Customer Portal include comprehensive graphical reports, live production information, and a repository of historical data that will

provide critical information to aid in business decisions. Additionally, this solution offers Brown's customers the ability to create and manage accounts for co-workers. This facilitates collaboration between different contacts at the organization, all accessing a centralized repository of information.

The B. Direct - Customer Portal enhances the commitment Brown has made to its customers and allows Customer Service to continue their focus on customer relationships. If you are a current customer and are interested in portal assistance, please contact your Customer Service Representative or e-mail us at [contact.us@bpc.com](mailto:contact.us@bpc.com).



# IN THE KNOW

Tired of sifting through hundreds of useless e-newsletters but interested in learning more about the industry? Here are some daily e-mail newsletters that Brown reads and recommends.


### **BoSacks**

Established in 1993, BoSacks is a collection of news gathered daily over the Internet, focused on the publishing industry.

 [www.bosacks.com](http://www.bosacks.com)


### **Google Alerts**

Google sends updates of the latest relevant Google results from web based articles on your choice of query or topic. You may use this tool to monitor a developing news story, keep current on the industry, or to follow your company and its competitors.

 [www.google.com/alerts](http://www.google.com/alerts)


### **Wooden Horse**

This free weekly newsletter has information about planned and newly launched magazines, ceased magazines, editorial changes, publishing trends and new strategies.

 [www.woodenhorsepub.com](http://www.woodenhorsepub.com)


### **Margie's Print Tips**

Margie Dana is a former print buyer who turned her passion for printing into a popular e-column, Margie's Print Tips, to build bridges between the printing industry and its customers. Margie frequently attends and hosts industry events keeping her news timely and relevant.

 <http://visitor.constantcontact.com/email.jsp?p=oi&m=1102009603472>


### **Printingtalk**

Printing talk is the home of news and information for anyone providing or procuring print services. Their e-newsletter brings the editor's choice of the most important news of the week straight to you.

 [www.printingtalk.com](http://www.printingtalk.com)

### **Whattheythink.com**

Whattheythink.com includes information on the printing industry including key issues, commentary, and opinions from industry leaders, and research and industry trend data. The newsletter is distributed daily.

 [www.whattheythink.com](http://www.whattheythink.com)

## Brown Printing Sales Offices

Please contact one of our knowledgeable sales representatives to discuss your printing needs at **866-323-9336** or contact a regional sales office from the list below.

### **East Coast Offices**

Atlanta, GA	770-625-4908
East Greenville, PA	215-679-4451
Fairfax, VA	703-385-3385
Nashville, TN	615-585-8563
New England	603-886-4891
New York, NY	212-782-7800
Red Bank, NJ	732-530-1379
West Palm Beach, FL	561-630-1441
Wickford, RI	401-295-1145

### **Midwest Offices**

Burnsville, MN	952-898-7500
Columbus, OH	614-777-0303
Dallas, TX	972-478-4312
Waseca, MN	507-835-2410
West Des Moines, IA	515-327-8975
Woodstock, IL	815-338-6750

### **West Coast Offices**

Los Angeles, CA	310-392-3705
Walnut Creek, CA	925-295-1640



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