



LVI (FORMERLY LAVIGNE INC.) UNVEILS “PRINT OPTIMIZATION™”

Boston, MA – LVI today unveiled its new Print Optimization™ operating ethos, which enables customers to balance relevant print communication with a streamlined print supply chain.

“Print Optimization™ lets our customers increase the efficiency and effectiveness of their print procurement,” said LVI CEO Christopher Wells. “We take an open book approach with our customers to help them identify those print projects that lend themselves to automation as well as those that require a hands-on approach. By routing the right work to the right workflow clients experience lower costs per unit and more effective print.”

LVI Boosts Communication and Cooperation with the LVI Open Book Relationship™

A key part of LVI’s Print Optimization strategy is the LVI Open Book Relationship™, which keeps customers informed on how LVI has met benchmarks for mutually agreed upon goals.

Wells states that, “In developing the Open Book Relationship we established three guiding principles:

- Be Transparent – Share information to create optimal solutions.
- Be Simple – Standardize and automate.
- Be Accountable – Meet targets for improvement.”

New Site

LVI’s Print Optimization™ coincides with the company’s new web site, www.lvipo.com where the Print Optimization concept of balancing efficiency with effectiveness is explained in more detail. LVI re-branded in January and was formerly known as LaVigne Inc.

About LVI

LVI has the team, technology and processes to help you achieve your print goals – from streamlining your print supply chain to high end custom projects. The LVI advantage is our ability to recognize the difference and ensure that the most efficient methods are used. LVI specializes in sales and marketing print collateral in the Financial Services, Health Care, High Tech, Manufacturing, Pharmaceutical, Retail and Academic markets.

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