

## WEBCOM PRESIDENT TAKES BMI PRESIDENT ELECT TITLE

**Toronto – February 2010 –** Webcom is proud to announce that President & CEO, Mike Collinge has been elected to serve as the Vice President and President Elect for the Book Manufacturer's Institute (BMI) in 2010. The BMI has been a leading internationally-recognized trade association of the printing industry since 1933. BMI provides a unique intra-industry link of communication between all member companies.

The organization originates in the United States with worldwide membership comprised of book manufacturers, suppliers and governmental bodies. Member companies range in size and produce the vast majority of books for the North American market. At the present time, Webcom Inc. is the only active Canadian book manufacturer BMI member.

This honour for Mike Collinge comes after eight years serving on various BMI committees and, more recently, as a member of the Board of Directors. Collinge will lead the association's primary objectives to support mutual industry and economic challenges of book manufacturers and publishers through close ties with the American Association of Publishers (AAP). Much of the BMI focus will revolve around the development of new business models emerging out of the advancements of digital technology.

"The future of the book publishing and print industry is ours to define with changing reading habits and new digital technology that is close-at-hand. BMI is uniquely positioned to lead effective collaboration between book publishers, technology developers and book manufacturers." said Mike Collinge. "And I'm honoured to serve on the BMI leadership team at such a pivotal time for the industry."

Through over thirty years of servicing multiple sectors, Webcom's involvement with BMI brings perspective and insight into the Trade, Education, Professional Reference, Directories, Universities, and Industrial Catalog markets. Webcom has distinguished itself within the North American printing industry as the first to introduce new technologies such as the lay-flat Otabind™ technology and first to offer customers UV coatings for book covers. Webcom led the Canadian market as the first book specialist to install Digital Print technology.

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**Webcom** is a full-service book manufacturer offering the benefits of both traditional and digital printing to publishers of books, catalogs and directories across North America. Services start with planning, initial prepress preparation and extend beyond print production to support with warehousing / fulfillment needs. Our offer includes an extensive range of eco-friendly Legacy papers with FSC certification, multiple bindery options, specialty coatings treatments, and countless trim and run-sizes optimized for cost efficiency. For more information visit our website [www.webcomlink.com](http://www.webcomlink.com) or call 1-800-665-9322.