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November 8, 2022

# PRINT+PROMO THE PRESS

NEWS, OPINION AND STRATEGIES FOR PROFESSIONALS  
IN THE PRINT AND PROMOTIONAL INDUSTRY

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## TODAY'S TOP STORIES



### [The Promo Marketing Podcast: Observations, New Tech and Key Takeaways from PRINTING United Expo!](#)

We're back from PRINTING United Expo in Las Vegas! During the show, we spoke to a few promotional products suppliers about their experience from the massive show floor and what you can look forward to next year. Check it out on the latest episode of the The Promo Marketing Podcast...





## 2022 CSR All-Stars: Leanna Moore, Hit Promotional Products

by Elise Hacking Carr

Print+Promo Marketing is proud to present its "CSR All-Stars" feature. These unsung heroes care for their customers — even when those customers are not always right — and often go out of their way to solve challenges with an unwavering smile. Meet Leanna Moore, key account executive at Hit Promotional Products...



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### THE BUSINESS SECTION

Resources and Strategies for the Distributor Community



### Last Chance: Update Your 2023 PPM Buyer's Guide Listing Now!

Have you updated your company's free listing for the PPM 2023 Buyer's Guide? Don't miss your chance to reach distributor sales professionals year-round with the most comprehensive, widely read supplier directory in the industry...



### PRINTING United Alliance and AATCC to Present Digital Textile Printing Conference 2022

For the seventh consecutive year, PRINTING United Alliance and the American Association of Textile Chemists and Colorists (AATCC) will jointly present the Digital Textile Printing Conference, taking place Dec. 7-8 at the Sheraton Imperial Hotel in Durham, North Carolina...



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**DIGITALTEXTILE**  
PRINTING CONFERENCE 2022

**DEC 7 – 8, 2022**  
Sheraton Imperial Hotel,  
Durham, NC

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**OP-ED**



**Beam Impact’s Mission to Shift \$10 Billion from Brands to Nonprofits**

by Greg Muzzillo

Viveka Hulyalkar, the co-founder and CEO of Beam Impact, shares how to turn consumer behaviors into cash to make a tangible impact. Listen to Hulyalkar’s story and valuable advice on the latest episode Million Dollar Monday...



**THE BACK PAGE**



**NC Custom Expands Fresh Beginnings Iconic Gourmet Cookie Gift Line**

NC Custom, Hicksville, New York, has rolled out a new Fresh Beginnings Gourmet Cookies and Holiday line with new tin and packaging options, and an expanded line of cookies, confections, assortments and seasonal offerings made exclusively by Chocolate Inn...



**PROMO PRODUCTS**



**American Solutions for Business Donates \$1,500 and Necessities to Someplace Safe**

American Solutions for Business, Glenwood, Minnesota, donated monetary and physical items to local 501c3 organization, Someplace Safe of Pope County. Donated items were collected throughout the month of October, and a \$1,500 check was presented to crime victim advocate Jenna Kettner. “We are so incredibly grateful for...



**INDUSTRY NEWS**



November 4, 2022

Company (Ticker Symbol)	TEV/EBITDA	For 2022	11/4/22	For 2021	2021	2020	2019	2018
Cimpress (CMPR) fka Vistaprint	7.0X	-65.4%	24.78	-18.4%	71.61	87.74	125.77	103.42
Deluxe Corp. (DLX)	7.2X	-40.7%	19.05	+10.0%	32.11	29.20	49.92	38.44
Ennis (EBF)	6.9X	+15.7%	22.59	+9.4%	19.53	17.85	21.65	19.25
Quad (QUAD)	4.7X	-18.0%	3.28	+4.7%	4.00	3.82	4.67	12.32
Market Cap in Mil \$: >>>>		-43.0%	2,338	-2.5%	4,103	4,210	6,875	6,017
	DJIA	-10.8%	32,403	+18.7%	36,338	30,606	28,538	23,327
	Nasdaq	-33.0%	10,475	+21.4%	15,645	12,888	8,973	6,635
	S&P 500	-20.9%	3,771	+26.9%	4,766	3,756	3,231	2,507
	Russell 2K	-19.8%	1,800	+13.6%	2,245	1,977	1,669	1,349
Total of 4 index composite: >>>>		-17.9%	48,449	+19.8%	58,995	49,228	42,411	33,818

**Note:** Values in **Green** are **up**, **Black** is **"even"** and **Red** means **down** from the previous month's close.

Information furnished above is from **Go**gleFinance except TEV/EBITDA from **Yahoo!** Finance which is from the prior day's close.

All information is deemed reliable, however no representation can be made as to its accuracy and may be subject to errors.

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