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

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## TODAY'S TOP STORIES



### **UPDATE: Vistaprint Left Customer Calls, Chats and Emails in Unencrypted Online Database**

by Sean Norris

Vistaprint left calls, chats and emails from customer service interactions in an unencrypted online database, leaving potentially sensitive customer information exposed. According to TechCrunch, security researcher Oliver Hough notified the company via...



### **Executive Perspectives: Jim Kersten, CEO of Diversified Labeling Solutions**

by Elise Hacking Carr

As part of Print+Promo's ongoing feature, Executive Perspectives, we get to know leading professionals in the print and promotional industry. This month, we interviewed Jim Kersten, CEO of Diversified Labeling Solutions, Itasca, Ill. Here, he explains how his company is addressing environmental concerns, gets candid about overseas competition and talks about the art of innovation...



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## THE BUSINESS SECTION



### **LSC Communications Addresses NYSE Listing Standards for Share Price Non-Compliance**

LSC Communications Inc., Chicago, announced that it received notification from the New York Stock Exchange (NYSE) on Nov. 20, 2019, that the

company is no longer in compliance with NYSE continued listing criteria, which require...



### **2019 Top 50 Distributors: Proforma CEO Vera Muzzillo on Leading Through Technology**

by Elise Hacking Carr

In business, the thinking has long been, "If you build it, they will come." But mindsets are shifting as executives learn the proverbial "they" don't come automatically. For those lucky enough to spark consumer interest with a new product release or technology investment, the work doesn't stop there...



## OP-ED



### **Sales and Marketing Are NOT the Same Thing**

by Ryan T. Sauers

In this short #RyansRemarks video, you will be reminded of or learn that sales and marketing are NOT the same thing. They are, however, important and close cousins...



## THE BACK PAGE



## Mobile Augmented Reality Experiences Enhance the Holiday Season

by Barbara A. Pellow

This holiday season marketers are leveraging augmented reality to drive both consumer engagement and purchases; some include print...



**INDUSTRY NEWS**



## American Solutions for Business VP of Sales Inducted into Ben Franklin Honor Society

Rob Whitman, vice president of sales for American Solutions for Business (ASB), was recently inducted into the Ben Franklin Honor Society by Printing Industries of America. According to the organization, the award "recognizes and honors..."



**INDUSTRY NEWS**

		FINAL November 2019 Month-end						
Company (Ticker Symbol)	TEV/EBITDA	For 2019	11/29/19	For 2018	2018	2017	2016	2015
Cimpress (CMPR) fka Vistaprint	14.5X	+23.9%	128.14	-13.7%	103.42	119.88	91.61	81.14
Deluxe Corp. (DLX)	7.5X	+32.9%	51.08	-50.0%	38.44	76.84	71.61	54.54
Ennis (EBF)	7.5X	+7.2%	20.64	-7.2%	19.25	20.75	17.35	19.25
InnerWorkings (INWK)	29.2X	+25.9%	4.71	-62.7%	3.74	10.03	9.85	7.50
① LSC Communications (LKSD)	-11.1X	-93.9%	0.43	-53.8%	7.00	15.15	29.68	~
Quad (QUAD)	4.6X	-63.6%	4.49	-45.5%	12.32	22.60	26.88	9.30
② R.R. Donnelley (RRD)	6.1X	+0.3%	3.97	-57.4%	3.96	9.30	16.32	14.72
Market Cap in Mil \$: >>>>		+11.0%	7,465	-38.2%	6,724	10,879	10,861	9,749
	DJIA	+20.3%	28,051	-5.6%	23,327	24,719	19,763	17,425
	Nasdaq	+30.6%	8,665	-3.9%	6,635	6,903	5,383	5,007
	S&P 500	+12.6%	3,141	-6.2%	2,507	2,674	2,239	2,044
	Russell 2K	+20.5%	1,626	-12.2%	1,349	1,536	1,357	1,140
Total of 4 index composite: >>>>		+22.7%	41,484	-5.6%	33,818	35,832	28,742	25,616
<p>① LSC Communications (NYSE: LKSD) was "spun-out" of RRD and began trading as a separate public company on October 3, 2016.</p> <p>② Shares of RRD <i>reverse</i> split 1-for-3 after the "spin-outs" of LKSD and DFIN (Donnelley Financial Solutions) on October 3, 2016</p>								
<p>Note: Values in <b>Green</b> are up, <b>Black</b> is "even" and <b>Red</b> means down from the previous month's close.</p> <p>Information furnished above is from <b>GoogleFinance</b> except TEV/EBITDA from <b>Yahoo! Finance</b> which is from the prior day's close.</p> <p>All information is deemed reliable, however no representation can be made as to its accuracy and may be subject to errors.</p> <p>© Copyright 2019 Corporate Development Associates, Inc., Scottsdale, AZ. Contact Publisher Jim Anderson at 480-951-2441 for more information.</p> <p>PrintStockWatch® has been published continuously since January 2000 and now has 900+ printing industry executives as subscribers</p>								

**Contact Print+Promo Staff** [View All Staff](#)

**Elise Hacking Carr**  
Editor-in-Chief  
[ecarr@napco.com](mailto:ecarr@napco.com)

**Jim Harvie**  
Publisher  
[jharvie@napco.com](mailto:jharvie@napco.com)

**Ambrose Crenshaw**  
Director, eMedia  
[acrenshaw@napco.com](mailto:acrenshaw@napco.com)



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