

Make sure you receive this newsletter by adding [editor@content.goprintandpromo.com](mailto:editor@content.goprintandpromo.com) to your Safe Sender, White List or Address Book.



**wise**  
print | technology | services

**JUMBO ROLL LEADER**  
(800) 245-2688 • www.wbf.com • info@wbf.com

Powered by  LiveIntent

AdChoices 

July 20, 2021



**PRINT+PROMO**  
**THE PRESS**  
NEWS, OPINION AND STRATEGIES FOR PROFESSIONALS  
IN THE PRINT AND PROMOTIONAL INDUSTRY

[SEARCH PRODUCTS](#)

[PROMO MARKETING](#)

[PRINT+PROMO](#)

[ADVERTISING INFO](#)

## TODAY'S TOP STORIES



### The Future of Corporate Gifting Is Here (What Does It Mean for Promo?)

by Sean Norris


The gifting-as-a-service business model sounds squarely aimed at disrupting the traditional promotional products industry. But is it? The answer is complicated—and it might hold some surprising lessons for industry companies...







### PPAI Announces Dale Denham as President and CEO

The Promotional Products Association International (PPAI) board of directors announced that Dale Denham, MAS+ has been named as the new president and CEO of PPAI. Denham will begin in the role starting mid-August...



**Your GO-TO print shop for Short Run Books**  
1-800-685-5743 • mail@lippmannprinting.com

Powered by  LiveIntent AdChoices 

## THE BUSINESS SECTION



### Amid Turbulent Printing Paper Market, Atlas Holdings Makes Takeover Bid to Acquire Verso Corporation

by Mark Michelson

As printers find themselves facing higher paper prices, shortages of several graphic arts grades and allocations from mills that have removed production capacity, the future direction of one American coated paper provider has become murky with the announcement that...





## **2021 Women in Print and Promo: Melissa Ralston, Koozie Group**

by Elise Hacking Carr

Print+Promo Marketing is proud to present its annual "Women in Print and Promo" feature. This year's group of honorees is changing the narrative of female representation in a traditionally male-dominated industry. Meet Melissa Ralston, chief revenue officer for Koozie Group...



**PRINTING UNITED**  
EXPO · Oct. 6-8, 2021 · Orlando, FL

**REGISTER NOW**

Powered by LiveIntent

AdChoices

### **OP-ED**



## **What You Should Know About QuickBooks Payment Reminders**

by Harriet Gatter

A reader asks, "QuickBooks can send payment reminders to clients. What do you know about it?" Read today's edition of "Ask the Accountant" for the answer...



### **THE BACK PAGE**



## The Most Important Question: Business Advice From Terry Fergus

by Greg Muzzillo

Terry Fergus discusses the importance of building relationships and always having your eyes open to the opportunities around you. As a successful entrepreneur and trusted financial advisor, Fergus shares the most important question that every client is dying to answer: "Tell me about yourself"...



**SALES + MARKETING**

## PCNA Hires Bill Peterson as VP of Sales

Polyconcept North America (PCNA), Pittsburgh, announced that Bill Peterson has joined the company as vice president of sales. With more than 30 years of sales experience, Peterson comes to the promotional products supplier from Direct Sourcing Solutions, where he was...



**PROMO PRODUCTS**

		July 16, 2021						
Company (Ticker Symbol)	TEV/EBITDA	For 2021	7/16/21	For 2020	2020	2019	2018	2017
Cimpress (CMPR) fka Vistaprint	16.8X	+29.8%	113.84	-30.2%	87.74	125.77	103.42	119.88
Deluxe Corp. (DLX)	10.1X	+48.7%	43.43	-41.5%	29.20	49.92	38.44	76.84
Ennis (EBF)	8.5X	+12.2%	20.02	-17.6%	17.85	21.65	19.25	20.75
Quad (QUAD)	7.1X	-1.8%	3.75	-18.2%	3.82	4.67	12.32	22.60
R.R. Donnelley (RRD)	7.4X	+170.8%	6.12	-42.8%	2.26	3.95	3.96	9.30
<b>Market Cap in Mil \$: &gt;&gt;&gt;&gt;</b>		+36.5%	6,529	-33.2%	4,782	7,153	6,296	9,806
	DJIA	+13.3%	34,688	+7.3%	30,606	28,538	23,327	24,719
	Nasdaq	+11.9%	14,427	+43.6%	12,888	8,973	6,635	6,903
	S&P 500	+15.2%	4,327	+16.3%	3,756	3,231	2,507	2,674
	Russell 2K	+9.4%	2,163	+18.5%	1,977	1,669	1,349	1,536
<b>Total of 4 index composite: &gt;&gt;&gt;&gt;</b>		+13.0%	55,605	+16.1%	49,228	42,411	33,818	35,832

**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.  
 © Copyright 2021 Corporate Development Associates, Inc., Scottsdale, AZ. Contact Publisher Jim Anderson at 480-951-2441 for more information.  
 PrintStockWatch® has been published continuously since January 2000 and now has over 1,000 printing industry executives as subscribers

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)



[SEARCH PRODUCTS](#)



[PROMO MARKETING](#)



[PRINT+PROMO](#)



[ADVERTISING INFO](#)

**PRINT+PROMO**

Copyright © NAPCO Media All Rights Reserved



To advertise in this e-newsletter, please contact Jim Harvie, Publisher, at 215-238-5436 or e-mail [jharvie@napco.com](mailto:jharvie@napco.com).

Help us help you! Send feedback about this newsletter to [webmaster@napco.com](mailto:webmaster@napco.com)

Did this edition of Print+Promo The Press get forwarded to you? [Click here to subscribe](#).

---

Copyright ©2021 | [NAPCO Media](#) | All Rights Reserved  
1500 Spring Garden Street, 12th Floor | Philadelphia, PA 19130 USA | (215) 238-5300  
[Privacy Policy](#)

All articles are protected by United States copyright and other intellectual property laws and may not be reproduced, rewritten, distributed, re-disseminated, transmitted, displayed, published or broadcast, directly or indirectly, in any medium without the prior written permission of NAPCO Media.