

### ***Print On Demand Announces Winners of 2004 Pioneer Award***

Print On Demand has announced that John Yurchak Jr., president of Yurchak Printing, and Rab Govil, president of PODi, are the winners of the 2004 *Print On Demand* Pioneer Award. The 5th annual award is sponsored by the Cygnus Graphics Network, *Print On Demand* magazine, and the On Demand Conference and Exposition, and is presented to two leaders in the digital print on demand industry who have been influential early participants in the digital print on demand revolution.

The Pioneer Awards honor individuals who have marshaled their resources to build a new printing category that has become the fastest-growing segment of the printing marketplace and have worked to spur development of a market for digital printing, as well as educated the industry and print buyers at large.

“We are pleased to be able to honor such talented, knowledgeable and influential leaders in the digital printing marketplace with the Print On Demand Pioneer Award,” said Jann Levesque, group publisher of the Cygnus Graphics Network. “Both of these gentlemen have done tremendous work in expanding the range of uses for digital print technology.” John Yurchak Jr. is a 40-year printing industry veteran whose Lancaster, Pennsylvania-based firm specializes in book production using Océ, Delphax, and Hitachi digital presses. He operates his business with his two sons, John W., and Jason, who manages an affiliated sheetfed offset division that produces covers for Yurchak Printing’s books. The firm is one of the few in the world adept at printing digitally on 1,000 pages-per-inch (ppi) stock, a type of paper popular with publishers of high-page-count technical books, is a leader in black-and-white technical achievement, and has seen its volumes increase exponentially.

“I am honored to be included among the names of those who have received this award,” said Yurchak.

Rab Govil is a recognized thought leader in the digital printing industry. He serves as president of PODi, the Digital Printing initiative, a non-profit strategic marketing and educational initiative focused on evangelizing the opportunities in digital printing technology and services. PODi also leads the evolution of the digital-printing infrastructure through development of standards that promote interoperability. Govil is also the founder of Nimblefish Technologies, a business-to-business Internet-based provider of software and services that enable one-to-one relationships through individualized print marketing campaigns.

“I am pleased to receive this award,” said Govil, “but the honor belongs to the whole PODi team. Through the efforts of this team, PODi has and hopefully will continue to positively impact the growth of the industry with our market development activities and the development and adoption of PPML, which is now supported by over 20 of the leading hardware and software vendors.”

Previous recipients of the Print On Demand Pioneer Awards include: David Brooks, Alfons Buts, Christopher DeSantis, Skip Dyer, Laura Field, Roger Gimbel, William

Grogg, Susan Kinney, Benny Landa, Tim Moylan, Keith Nickoloff, Barbara Pellow, Charles Pesko, Frank Romano, Nachum “Homi” Shamir, and Frank Steenburgh.