



**CAPITAL**  
PRINTING CORPORATION

## **Capital Printing Corporation Turns Green into Gold at Art Directors Club of New Jersey Awards Show**

MIDDLESEX, NJ (May 2, 2008) - Capital Printing Corporation's (CPC) green initiatives struck gold as their corporate identity program was awarded a Gold medal by the Art Directors Club of New Jersey (ADCNJ) at the 45th Annual Awards Show on Friday, May 2 at the Birchwood Manor in Whippany. The Middlesex-based offset printer also took home a Silver medal for their green direct mail piece, *Nurture Nature Empower*, and a Bronze for the Capital corporate brochure.

Founded in 1961, the ADCNJ is a statewide, non-profit organization of art directors, graphic designers, illustrators, photographers, art educators, and other creative professionals whose talent and services contribute to excellence in the design and production of advertising, promotion, and publishing. ADCNJ accepted 635 entries across 174 categories including consumer advertising, business/trade advertising, editorial design, design, electronic/interactive design and pharmaceutical design. Judged by a panel of experts from the New York area, the entries that received the highest scores were given either a Gold, Silver or Bronze medal. Ninety-eight awards were distributed, including 12 Gold, 20 Silver and 66 Bronze.

In the spring of 2007, Capital Printing Corporation received their Forest Stewardship Council (FSC) and Sustainable Forest Initiative (SFI) Certifications and in January 2008, obtained their ISO 9001:2000 certification. The visibility of these prominent certifications kick-started the rebranding of the company, which was necessary to match their green initiatives. CPC enlisted Rizco Design, a seven-year client of the corporation and an award-winning, boutique design firm located in Manasquan, NJ. Since paper and printing can directly effect the environment, Capital's brand was reborn with the removal of lamination and UV coatings, which were replaced with environmentally-friendly aqueous coatings. "We also considered longevity and were excited to bind the corporate brochure with a rubber band vs. traditional stapling. Individual leaves can be updated without reprinting the entire piece," said Debra Rizzi, Partner, Rizco Design. Last, the identity was printed on environmentally-friendly Mohawk Options FSC-certified and wind-powered text and cover-weight paper stocks.

"Making the decision to rebrand our company put us in unfamiliar territory," said Brett Russo, Vice President of Capital Printing Corporation. "The positive response toward the end-product has allowed Capital to stand out from the competition. Now, to be recognized on a state level by the ADCNJ, reinforces and validates our investment in our brand and going green."

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### **About Capital Printing Corporation:**

Established in 1983, Capital Printing Corporation is a high-quality, full-service offset printer that is comprised of over 100 employees that operates out of their 80,000 square foot plant in Middlesex, NJ. Led by a family team including Nolan Russo Sr., Nolan Russo Jr. and Brett Russo the organization balances the quality of its people and equipment which allows them to develop new processes and keep up-to-date hardware, while meeting stringent environmental guidelines.

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