



Sotheby's Imprint
The Art of Global Print Management

FOR IMMEDIATE RELEASE:

**SOTHEBY'S IMPRINT BRINGS LUXURY TO THE
PRINT MANAGEMENT CATEGORY**

New Sotheby's Venture Provides Global Print Management Solutions

BOSTON April 3, 2012 The words 'luxury' and 'printing' have rarely been considered synonymous... until now. Sotheby's Imprint (SI) today announced its official launch into the print management category, prompting a new era of global print and distribution solutions. Rather than the traditional model of service brokerage, Sotheby's Imprint utilizes a *Premier Platform* to produce unparalleled, cost-effective results for an international clientele.

Sotheby's Imprint is the brainchild of brothers Rick and Skip Dyer, who have created a proprietary solution that challenges the norms of international print management. "We've revolutionized print and distribution management with a proprietary process that maintains brand uniformity on a global scale," explains Sotheby's Imprint President Rick Dyer. "We're challenging conventional thinking in this arena."

The *Premier Platform* is a global network of print and distribution suppliers, equipment manufacturers and consumable suppliers; affiliates are determined by a rigorous selection process and must meet specific criteria in order to qualify. "Our dedication to client service and process management coupled with best-in-class technologies have built the foundation for platform affiliates," Dyer said of the innovative solution.

“The launch of Sotheby’s Imprint is one of the rare times when we have licensed our brand in Sotheby’s 268-year history.” According to Sotheby’s Executive Vice President, Bill Sheridan, “Sotheby’s Imprint creates a significant opportunity within the global marketplace for a truly global solution.” Referring to the company’s methodology and platform affiliates, Sheridan explains, “There are substantial financial and operational benefits to this model, which will dramatically enhance the quality of global delivery of international print management.”

About Sotheby’s Imprint:

Sotheby’s Imprint is an emerging leader in global print management solutions. The Boston-based company utilizes a *Premier Platform* of affiliates in 90 countries, ensuring brand uniformity regardless of location. At its core, Sotheby’s Imprint is transforming global print management while delivering unparalleled results. For more information, please visit sothebysimprint.com.

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