

## **Southern Lithoplate Launches New Strategic Partner Program with HDS Premier Consulting LLC**

[Southern Lithoplate](#) is expanding its CtP Alliance program to bring additional services to its customers. The Alliance is re-named The Certified Strategic Business Partner Program to reflect its broader role in providing new capabilities.

HDS Premier Consulting LLC is the first organization to join the expanded partnership. With printers being impacted by the Internet and drastically changing economic conditions, HDS will offer revenue growth programs based on an integrated media strategy. HDS has a long history of achieving revenue growth for its clients through re-structuring and expanding advertising offerings, and developing integrated media pricing, packaging and sales training programs to support these initiatives.

Debbie Holzkamp, founder and principal of HDS commented: "We have worked with brand leaders for many years, and we have successfully developed programs to increase brand awareness and increase revenue. We are confident that we will help printers develop solutions to counter the difficult business conditions that they are facing. Our methods are adaptable to changing consumer tastes and will be customized for each market to reflect the changing needs of advertisers. Print has a unique opportunity to be the key component of a multimedia communications strategy."



Steve Mattingly, vice president of sales and marketing for Southern Lithoplate, said: "We have enjoyed great success with our CtP Alliance Program. Now is the perfect time to take the next step and broaden the partnership to include even more capabilities for our customers. HDS Premier Consulting will provide proven methods for generating additional revenues for our clients through the implementation of an integrated media strategy. This will be an invaluable benefit in these challenging economic times."

SNPA eBulletin 4-16-09