Prominent US print buyers attend TechnoPrint 2 in Cairo, Egypt.

Boston, Massachusetts USA June 2007 - P3Software, a world leader in print procurement software for print buyers and resellers was honored recently when the Egyptian Chamber of Printing Industries invited P3Software to assemble a group of print buyers to participate in a trade mission to the TechnoPrint2 trade exposition in Cairo, Egypt. The Chamber was seeking professional, high volume US print buyers. P3Software's customer base of 400 print buyers was the perfect place to look. At their invitation, P3Software quickly assembled a group of print buyers interested in attending the conference from among the diverse print buyers using the P3Expeditor system.

Influential Print Buyers Meet in Cairo

The US delegation to the TechnoPrint2 Exposition consisted of several P3Software customers, members of the Printing Brokerage Buyers Association and other print buyers from the United States.

The mission was sponsored by the Egyptian Chamber of Printing Industries to showcase the offshore print manufacturing capabilities of the Egyptian print industry to influential print buyers in the United States.

"It's very rewarding for us to have our technology users sought out and recognized as prominent experts in their field" states Bob Yancich.

"The Egyptian printing industry has a lot to offer buyers in the US and Europe." notes Caleb Tower, P3Software President and mission leader. "They recognize that it is a global industry with global competition so they are taking the lead in marketing themselves to influential print buyers worldwide"

Jason Benagh, a member of the print buying group commented about the experience, "the chance to interface with other professionals in another part of the world was enriching. Touring a print facility in Cairo lent some perspective on the benefits and challenges of global sourcing."

Francie Davenport from American Diabetes Association, another P3 user in the group said "professionally I learned a lot about global procurement opportunities and personally it was an unforgettable experience".

About P3Software

Founded in 2001, the privately held company provides print procurement and management technology to all types of corporations, associations, publishers, graphic design firms, advertising agencies, educational institutions, government agencies, in-plant printers and print resellers. Products are sold through resellers and the company's website and are available worldwide.