



## CORPORATE BACKGROUND

### COMPANY OVERVIEW

Webprint was formed in 1999 by three people with extensive experience in different areas of the digital printing industry: Tom White, Chief Executive Officer, Jeffrey Hayzlett, Executive V.P. of Business Development, and Ivor Durham, Chief Technology Officer.

At that time, a number of new dot-com companies were touting a variety of e-commerce solutions for the printing industry. These solutions sought to use the Internet to reduce the time and cost associated with the production of printed materials. Yet none of them addressed the basic problem that printers and print buyers had been grappling with since the advent of desktop publishing.

Desktop publishing made it possible for those with little or no experience in printing to prepare their own materials. This led to a major shift. Rather than skilled and experienced craftsmen preparing printed materials, print buyers – many with absolutely no experience – were preparing these materials.

In many cases, the result was not the impressive time and cost savings that desktop publishing promised. Rather, it went the other way: a print buyer spent time preparing materials for printing, and then the printer had to rework the job to get it to print properly. In some cases, a printer would just print whatever the buyer submitted, and then the whole job would have to be redone *after* the buyer saw the results.

By and large, the new breed of e-commerce solutions ignored this basic problem altogether. Instead, they focused on using the Internet as a convenient way to transfer files and allow on-line job tracking.

Webprint's founders realized that the most effective solution would be the one that solved the basic problem. To achieve real savings, what was needed was a way for the print buyer to be certain that the files he or she submitted would print as intended without any intervention on the printer's part. The result was the Webprint system.

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