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**For Immediate Release**

## **Standard Register's Industramark™ Business Unit Receives Multiple PRism Awards from Dayton PRSA**

**DAYTON, Ohio (May 5, 2010)** – [Industramark™](#), a [Standard Register](#) (NYSE:SR) business unit, has been awarded five PRism Awards—including the Judge's Choice Award—by the Dayton Area Public Relations Society of America (PRSA) in recognition of its successful public relations and communications programs in 2010. The PRism Awards ceremony was held April 27 at Sinclair Community College.

The PRism Awards commend the achievements of public relations professionals throughout the Dayton area. The awards recognize the research, planning and ingenuity that go into implementing an exceptional public relations initiative. The Judge's Choice Award, which Industramark received for its internal communications of the business unit's branding initiative, represents the award entry with the highest point value, or the Best in Show.

"Standard Register has been a successful company for nearly a century and has a powerful brand behind it. However, when the Industramark brand was established to specifically support the needs of the industrial manufacturing market, the new brand needed to be effectively communicated," said Tom Furey, president of the Industramark business unit. "These PRism Awards provide affirmation that our programs are strong, well conceived and properly executed, meeting industry standards for success."

In addition to the PRism and Judge's Choice Awards received for its internal communications entry, Industramark also received PRism Awards for its campaigns in media relations, special events and marketing communications.

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### ***About Industramark™***

Industramark is a business unit of Standard Register focused on the industrial manufacturing market. The business unit is poised to become the printed production parts market leader and supplier of choice for multi-site manufacturers, particularly in the areas of functional and decorative labels, technical literature and in-mold labeling. Industramark solutions are designed to help manufacturers realize *efficiency* through the removal of waste from the manufacturing process; *compliance* through reduced risk of product liability claims; and *distinction* through the latest product decoration technology. For more information, visit [www.industramark.com](http://www.industramark.com).

### ***About Standard Register***

Standard Register is a premier document services provider, trusted by companies to manage the critical documents they need to thrive in today's competitive climate. Employing nearly a century of industry expertise, Lean Six Sigma methodologies and leading technologies, the company helps organizations increase efficiency, reduce costs, mitigate risks, grow revenue and meet the challenges of a changing business landscape. It offers document and label solutions, technology solutions, consulting and print supply chain services to help clients manage documents throughout their enterprises. More information is available at [www.standardregister.com](http://www.standardregister.com).

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