



**For Immediate Release**  
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(Photo is available upon request.)

**For More Information**  
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### **Industry Veteran Dr. Edwin Masten Recognized by PRIMIR/NPES**

The Print Industries Market Information and Research Organization (PRIMIR), an NPES group devoted to providing cutting-edge market research for the printing industry, presented the ***Neil Richards Visionary Leadership Award*** to Edwin Masten, Manager of Strategic Planning at International Paper, Memphis, Tennessee. Dr. Masten was presented with this award during the PRIMIR/NPES Meeting in Portland, Oregon on August 9, 2007.

This award was established in 1998 in honor of a long-time GAMIS member and printing industry visionary, Neil W. Richards who now serves the industry as a consultant. For more than 33 years, in his pursuit of market information and intelligence, Mr. Richards (now retired from Eastman Kodak Co.) demonstrated *integrity* and *visionary thinking* while having the courage to be an independent voice about the future of the graphic arts industry. Past recipients include: Dr. Joe Webb, Larry Warter, Bill Lamparter, Frank Romano, and Dr. Ron Davis. PRIMIR/NPES assumed the tradition of presenting this award.

The Neil Richards Visionary Leadership Award is intended to recognize a leader in the graphic arts industry who has:

- actively participated in and supported numerous national/international graphic arts industry associations
- contributed to the growth and development of industry colleagues as a mentor or role model
- fostered honesty and integrity in his/her approach
- been broadly known and respected or nationally recognized
- willingly and aggressively shared his/her knowledge with associates
- aggressively promoted new, innovative or futuristic thinking
- exhibited a focus on the practical application of market information

Ed was recognized for his contributions to the printing industry in the areas of market research, visionary thinking, and mentoring. According to his nomination, “Ed is a graphic communications industry veteran who has focused his career on market analysis and strategic planning, first for IBFI/PIA and then with Union Camp which later was bought by International Paper.

“While working for Union Camp, Ed was very involved in PIA's groundbreaking studies on the future of the printing industry, *Printing 2000* in 1990 and *Bridging to a Digital Future* in 1994. These two studies proved to be extremely valuable and correctly painted a picture of the dramatic industry changes that were about to take place from the digital revolution.

“Ed also served on the PIA/GATF Board of Directors during the period when the two organizations consolidated their operations. He has also been actively involved in other industry associations including AF&PA.

“Throughout his 20 plus years involved in GAMIS and now PRIMIR, he served as President of GAMIS, served numerous years as a GAMIS Board member, and is currently a member of the PRIMIR Executive Committee.

“Ed Masten chaired numerous task forces including the landmark GAMIS study “People, Paper and the Future of Print” in 1996. When not chairing a task force, Ed willingly lends his expertise about research methodologies and project management to peers. He has mentored numerous individuals both at IP and in his volunteer role with the various industry associations.”

According to PRIMIR Chairperson, Christina Echevarria of Goss International, “Ed is especially deserving of this recognition from PRIMIR. He routinely meets or exceeds the criteria set forth for the Neil Richards Award. Whether in his day-to-day work role or in his role as a volunteer in PRIMIR or other industry associations, Ed is the teacher and mentor, providing insights about the printing value chain as well as market research techniques. I’ve personally benefited from his guidance. This recognition was long overdue.”

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### **About PRIMIR/NPES**

The Print Industries Market Information and Research Organization (PRIMIR), provides in-depth research and analysis for the graphic communications industry. PRIMIR research is funded by member dues as well as through support from NPES. PRIMIR annually provides over \$600,000 in current research studies including relevant market data and detailed information on graphic arts and related fields. Members also benefit from meetings, market research skills building, and robust networking opportunities.

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