

Ghent Workgroup Retains Helene Smith Public Relations

Ghent, Belgium – December 16, 2004 – The Ghent PDF Workgroup (GWG), the international congress of graphic arts professionals established to create, test and disseminate best practices and specifications for publishing workflows; and Helene Smith Public Relations & Marketing Communications (HSPR); today announce that HSPR will represent the Ghent Workgroup beginning immediately. HSPR will work with vice chair David Zwang and the GWG marketing committee to promote GWG and its activities.

“The Ghent Workgroup, one of the youngest organizations of its kind, is the type of intense, fast-moving organization we love to work with,” says Helene Smith of HSPR. “This group has not only shown the industry how quickly even the most disparate group of individuals – in virtually every time zone – can work together to produce tools for the benefit of the industry at-large; they have also demonstrated that specifications and best practices creation can match, and even beat, the pace of technological progress without compromising quality or buy-in.”

Smith says she and her colleagues look forward to helping the organization promote its expanding projects, including the development of specifications for packaging workflows, ICC color managed workflows, job ticketing for ad and page based workflows, RIP/Output, and direct digital imaging from Microsoft Office applications.

“HSPR are well-known and respected communicators, and we look forward to working closely with Helene Smith and her team of skilled professionals to communicate our work to all who can benefit,” says David Zwang.

About Helene Smith PR

Helene Smith Public Relations & Marketing Communications (HSPR), headed by Helene Cohen Smith and Judy Sweeney, has served business-to-business sectors since its establishment in 1993, and specializes in technology categories such as publishing and imaging.

HSPR provides a range of public relations and marketing communications consulting services, from market research and strategic counsel to copywriting, news- and e- letter writing, event management, and publicity.

Clients include: Presstek, Inc. (NH); Enfocus Software (Belgium & CA); HumanEyes (Israel and NY); Heidelberg Digital Imaging Association, (NY); StaffingTools/Prepress Training Solution (IN), The InDesign Conference (MN); Ghent PDF Workgroup (Belgium); and The Graphics Communication Institute (GrCI) at Cal Poly (CA).

For more information, contact Helene Smith at 407.786.0040 or email:
smith@helenesmith.com

About GWG

The Ghent PDF Workgroup, formed in June 2002, is an assembly of industry associations, suppliers and users from around the world. Its objective is to establish and disseminate process specifications for best practices in graphic arts workflows. Members comprise graphic arts associations in Austria, Belgium, Denmark, France, Italy, the Netherlands, Switzerland, the United Kingdom and the United States; and observer status organizations from Germany, Norway, and Sweden.

Organizations interested in becoming a member of the GWG may contact: Saskia Desmet; saskiad@ghentpdfworkgroup.org. Individual memberships are not available, but interested parties can be represented as part of your membership in an existing member organization. For more information on the Workgroup, its members, and objectives, visit: www.ghentpdfworkgroup.org

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Media Contact:

Amanda L. Sandstrom
Helene Smith PR
407-786-0050 tel
sandstrom@helenesmith.com