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Brand evolution announcement ...

The Print Operations Group re-brands to POG Consulting



Our new logo better reflects what we are and what we do

Calgary, Alberta, Canada ...December 5th, 2008 ... Over the past 14 years POG Consulting has built a very successful business by helping customers develop innovative corporate-wide print strategies, ... and by identifying, capturing and measuring significant cost reductions in print and document management environments. Our new logo is a strategic part of our global expansion plans. It is designed to help our prospects quickly identify who we are and what we do.

The new POG Consulting corporate branding program will re-enforce to the industry that we are ***INDEPENDENT*** print consultants, we are not associated with manufacturers and/or value-added resellers, and we generate 100% of our revenues from the consulting work that we provide. Because we do not sell any hardware, software, or break/fix services, we are well positioned to introduce a level of objectivity, innovation and creativity for our clients that are unsurpassed in the global print marketplace.

Our customers and prospects value an independent and knowledgeable 3rd party perspective with respect to print, which has been largely ignored or unobtainable. After 14 years in business, our methodology, approach, processes and programs are established, proven and mature. We continue to expand our service offerings to meet and then exceed customer expectations. POG will always deliver amazing results on time and on budget.

We would like to thank our customers and our professional team of print and information technology consultants for making POG a huge success. The international need for print consulting services is growing. We will continue to expand to meet that demand.

The Print Operations Group: Independent print and document management consultants located in Toronto, Montreal, Calgary, Ottawa, and Edmonton. Identifying, capturing, measuring and managing all print and document related cost reductions. Increasing end user productivity and satisfaction.

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