



**FOR IMMEDIATE RELEASE**

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**XPEDX INCREASES COMMITMENT TO CAPITAL EQUIPMENT STRATEGY; NAMES TWO NATIONAL SALES MANAGERS**

**Don Coggsell and Bill Van Buskirk to Grow Ryobi Press Sales, as well as Pre- and Post-Press Equipment Offering to U.S. Commercial and In-Plant Printers**

CINCINNATI, Ohio, February 23, 2009—xpedx® is expanding its commitment to U.S. printers with continued investment in its capital equipment strategy. The company has named two national sales managers who will grow Ryobi® press sales and help customers develop new opportunities via prepress equipment and workflow technologies, as well as bindery, finishing and mailing equipment.

Effective immediately, Don Coggsell is xpedx national manager of sales—large format press products. Don is a 24-year printing industry veteran and most recently served as regional sales director-Midwest for Mitsubishi Lithographic Presses. He will focus on developing business for presses over 29 inches, specifically from the RYOBI 750 and 780 series, the three-quarter size 920 series and the new 40-inch 1050 series debuting at Print '09 later this year.

Bill Van Buskirk is xpedx national manager of sales—prepress, small format press, and post-press products. Immediately prior to accepting the position with xpedx, Bill was manager, National and Global Accounts, Heidelberg USA., Inc. Effective immediately, Bill will implement a national equipment sales strategy to support distribution agreements xpedx now has with manufacturers including Eastman Kodak, Morgana Systems Ltd., C. P. Bourg, Inc., FMA Incorporated and others soon to be announced. He will also grow sales for smaller-format RYOBI 680, 520 and DI series presses, in conjunction with the company's established channel of xpedx divisions and independent dealers.

xpedx has serviced the small format press market for more than 30 years via a network of xpedx divisions and independent dealers. Creating these national sales management positions will further strengthen these relationships and provide extended support for Ryobi press owners.



“xpedx will continue to make investments that will grow the Ryobi brand and our customers’ businesses,” said John Torrey, vice president and general manager of xpedx Printing Technologies. “Printers who invest in the right pressroom technologies today can create new market opportunities that distinguish their offering and enable growth. Don and Bill are at the top of the industry, and have the expertise that’s required to help our customers identify which equipment investment is the right investment for their business.”

### **Two xpedx Facilities Ensure Prompt Service, Showcase Equipment**

Bill and Don will build regional xpedx sales teams that will be based in local markets but supported by a 32-member staff stationed at the company’s National Equipment Center (NEC) located at xpedx headquarters near Cincinnati, Ohio. More than 125 xpedx service technicians and managers who reside in local markets are centrally dispatched from the NEC to ensure prompt service for all equipment the company sells.

To showcase its equipment offering, the company will open the xpedx Technology Center in April this year. Providing U.S. print professionals with a single location where they can learn about, test and purchase new equipment and technologies covering all stages of offset and digital printing, the 11,000 square-foot facility will house pre-press and workflow technologies, Ryobi presses, as well as post-press/bindery equipment and technology from top manufacturers.

### **About xpedx**

Cincinnati, Ohio-based xpedx, a business of International Paper (NYSE: IP), is one of the largest business-to-business distribution companies in North America. xpedx distributes a wide variety of printing paper, graphics, packaging and janitorial-sanitary maintenance supplies and equipment to printers, manufacturers, retailers and high-traffic facilities from more than 265 locations across the U.S., Canada and Mexico. For more information visit [xpedx.com](http://xpedx.com).###

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Editor’s note: xpedx is always spelled in lower case.

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