

## News Release

---

For Release: August 21, 2008

### Original Impressions Honored With 30 Prestigious Awards Of Recognition In Statewide Design & Print Competition

*Top Distinctions Presented By The Printing Association of Florida*

**Miami, Fla.**, – Original Impressions, LLC, a full service marketing communications company, today announced it has been honored with 30 awards for outstanding achievement in a variety of categories for creative and print work completed on behalf of its clients. The prestigious awards were presented at the Printing Association of Florida's (PAF) annual Florida Print Awards ceremony, the state's largest and most prestigious competition.

"Year after year, we are continually pleased and honored that our Creative and Print work is recognized among the very best in the industry," said Roland B. Garcia, Sr., founder and CEO, Original Impressions. "Our team has an impressive track record of proven Graphics Design and Print success, strong leadership abilities in meeting our clients' expectations and tremendous experience with producing collateral materials that provide measurable results."

"Original Impressions faced some extremely impressive competition this year," said George Ryan, president and CEO, Printing Association of Florida. "Their numerous awards and accolades are a tribute to their on-going commitment to excellence."

With more than 800 entries from printing and graphic firms around the state, Original Impressions had 30 winning submissions, including:

#### ***First Place Certificate***

##### *Best Of Category for Design*

2007 Annual Report for IPC  
Point of Purchase materials for POLLO TROPICAL® restaurants  
Letterhead/Logo for Top Quality Yacht Refinishing  
Advertisement for University Credit Union

##### *Best Of Category for Print*

Pocket Folder for Aqualina Hotel  
Booklet for Camden Rockport High School  
Brochure for The Setai  
Various self promotions for Original Impressions



SUSTAINABLE BUSINESS DECISIONS

---

YOUR MARKETING COMMUNICATIONS PARTNER™

12900 S.W. 89th Court • Miami, Florida 33176 • T.305.233.1322 • F.305.251.1190 • 1.888.853.8644 • www.originalimpressions.com



## News Release

---

### *Second Place Certificate*

#### *Award of Excellence for Design*

- Point of Purchase materials for Navarro Discount Pharmacies
- Point of Purchase materials for POLLO TROPICAL® restaurants
- Presentation Folder for POLLO TROPICAL® restaurants
- Advertisement for University Credit Union
- Various self-promotions for Original Impressions

### *Third Place Certificate*

#### *Judges' Award for Design*

- Announcement for Burger King Corporation
- Real Estate Announcement Card for Keller Williams
- Trans Fat Logo design for POLLO TROPICAL® restaurants
- Letterhead and a Logo for Risk Adjustment Management
- Invitation designed for University Credit Union

#### *Judges' Award for Print*

- Pocket Folder designed for Commerce Bank
- Brochure for the Conrad Miami Hotel
- Newsletter/Periodical for the Conrad Miami Hotel
- Brochure for the Mandarin Oriental Hotel
- Corporate Brochure for St. Stephen's School
- Pocket Folder for St. Stephen's School

Additionally, Original Impressions received the *Best Of Category* in the area of Cards for its 2007 Holiday Card and in the area of Circulars & Flyers for one of its company brochures, entitled *TrendWatch*. It also received an *Award of Excellence* for its 2007 Calendar, as well as for its Going Green banners and eco-Partner logo designed for the company's Earth Day celebrations this past April and a *Judges' Award* in the area of self promotion for its eco-Partner/eco-Culture Going Green collateral materials. Original Impressions also received a *Certificate of Merit* in recognition of its overall achievement in extremely high level of quality in printing and design.

The PAF's Florida Print Awards is the printing industry's largest statewide graphic arts competition. It recognizes individuals, companies and organizations responsible for the creation or production of print communications. The competition promotes excellence in the industry and recognizes companies and individuals who produce the best in print media. PAF, host of the Florida Print Awards, is the state's largest graphic arts trade association, representing an industry of with more than 77,600 employees and \$9.9 billion in sales.



SUSTAINABLE BUSINESS DECISIONS



## News Release

---

### About Original Impressions:

Original Impressions, LLC (OI) is a full service marketing communications company specializing in Creative Design, Web Development, Printing, Mailing/Fulfillment and Marketing Consulting for clients across a broad spectrum of industries, including Banking, Beverages, Cosmetics, Cruise Lines, Fast Food, Healthcare, Hospitality and Pharmaceuticals. Original Impressions is one of the first triple certified Marketing Communications Partner in South Florida, authorized to purchase FSC, SFI and PEFC certified paper and print the certified logos. It is one of the “Top 100 Minority Businesses in South Florida” and one of the “Top 500 Hispanic Companies in the U.S.” It is also a Certified Minority Supplier at the local, state and national levels. To learn more about Original Impressions, please visit the company’s Web site at [www.originalimpressions.com](http://www.originalimpressions.com).

- 30 -

### CONTACT:

Laina Kawass  
Kathryn Stuart

Media Relations, OI      305/234-3846  
Media Relations, PAF    407/240-8009, ext. 134

[laina@originalimpressions.com](mailto:laina@originalimpressions.com)  
[kstuart@pafgraf.org](mailto:kstuart@pafgraf.org)



ecopartner

SUSTAINABLE BUSINESS DECISIONS

---

YOUR MARKETING COMMUNICATIONS PARTNER™

12900 S.W. 89th Court • Miami, Florida 33176 • T.305.233.1322 • F.305.251.1190 • 1.888.853.8644 • [www.originalimpressions.com](http://www.originalimpressions.com)