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CONTACT: Jim Cline  
315.338.0021  
[jcline@cathedralcorporation.com](mailto:jcline@cathedralcorporation.com)

## **CATHEDRAL CORPORATION RECEIVES NATIONAL BEST PRACTICES PRINTING AWARD**

Cathedral Corporation, a communications company headquartered in Rome, New York, received a prestigious Best Practices Award from PODi, the Digital Printing Initiative, at their 2006 Applications Forum in Las Vegas in February. The citation recognized Cathedral's role in improving member services at UMassFive College Federal Credit Union in Hadley, Massachusetts.

"We pride ourselves in creating effective solutions that assist our clients in developing stronger relationships with their customers," said Stephen L. Miller, Senior National Accounts Manager at Cathedral. "This award is recognition that we are providing these best practice solutions, and it also illustrates how these solutions translate into real savings and competitive benefits for our customers."

Through its personalized financial communication program, Cathedral was able to help UMassFive redesign and customize their member account statements, improve member services, and reduce costs.

Specifically, the firms jointly redesigned the statement to group information more logically; improve readability with larger fonts, use of a second color, and improved graphics; and incorporate the printing of check images for specific member accounts. This effort reduced member service calls and increased member satisfaction. In addition, improved segmentation and one-to-one messaging permitted the credit union to deliver more targeted messages, thereby doubling the response to marketing campaigns. Finally, the new statements eliminated about \$18,000 in annual costs for inserting and mailing cancelled checks; duplex printing generated additional savings by reducing paper usage and postage costs.

"Improving the member experience drives everything we do," said Jon Reske, Vice President of Marketing for UMass Five College Federal Credit Union. "Improving our ability to provide one-to-one marketing through projects like this has not only resulted in more quality responses, but has also reinforced the message to our members that we listen and understand their needs."

PODi's Best Practices Awards recognize service providers and their customers who have developed outstanding digital print solutions that achieve quantified results. The winning entrants were chosen from over 60 submissions. PODi ([www.podi.org](http://www.podi.org)) is an industry initiative that advances digital printing business opportunities.

Founded in 1916 as a manufacturer of paperboard products, Cathedral Corporation currently delivers personalized financial communication programs, direct mail campaigns, and essential documents to over 5,000 business and non-profit organizations nationwide. With specialized expertise in eight industries, Cathedral is unique among communications companies in that it focuses on customized, targeted one-to-one print and electronic communication. They tailor their comprehensive range of applications to each customer's needs, including financial statements, healthcare EOBs, tax forms, refund checks, fundraising campaigns, and admissions programs.

The privately held, \$20 million company is headquartered in a 55,000 square-foot facility on the former Griffiss Air Force Base in Rome, New York. Cathedral employs approximately 160 people at its locations in Rome, Buffalo, New York, and Lincoln, Rhode Island.

For more information about Cathedral Corporation, contact Jim Cline, Director of Marketing, by phone at 315-338-0021, by e-mail at [jcline@cathedralcorporation.com](mailto:jcline@cathedralcorporation.com), or visit [www.cathedralcorporation.com](http://www.cathedralcorporation.com).



Jon Reske, Vice President of Marketing at Umass Five College Federal Credit Union and Stephen L. Miller, Senior National Accounts Manager at Cathedral Corporation, accept a Best Practices Printing Award from Kathy Wilson, Chair of the PODi Marketing Working Group, at the 2006 PODi Applications Forum in Las Vegas in February.