Southwest Offset Printing Partners With Cal Poly in Promoting the Printing Industry

SAN LUIS OBISPO -- Southwest Offset Printing has pledged $25,000 to Cal Poly in support of graphic arts research and education, as well as the overall growth and promotion of the printing industry.

The gift, to be paid over four years, helps fund a development program to support services to industry through the Graphic Communication Institute at Cal Poly. The GrCI is the university's arm that provides services to industry through research, testing, product evaluations, consulting, seminars and workshops. Its mission includes improving the industry and promoting the use of printing as a vital source of communication and information.

Southwest Offset Printing is one of California's largest privately owned printing companies. Located in Gardena, Calif., it is a full-service printing facility producing a variety of daily, weekly and monthly publications and is an industry leader in critical turnaround, high-quality, four-color jobs.

"Southwest Offset Printing recognizes the important role that Cal Poly plays in providing research, industry education and other services, and in supporting and promoting the printing industry," said Harvey Levenson, department head of Cal Poly's Graphic Communication Department. "The popularity of the Internet has detracted many marketers and advertisers from the virtues and values of print. We at Cal Poly are working to reverse this, and Southwest Offset Printing has partnered with us in this important effort for the benefit of the entire printing industry."

Ryan McDonald, Southwest Offset Printing director of manufacturing, said, "We have always viewed Cal Poly's Graphic Communication program as one of the finest, if not the finest, printing program in the country. We are encouraged by the caliber of students that the program graduates, and the industry is in need of these talented individuals. Southwest Offset Printing will continue to be an active supporter of the Graphic Communication Institute and the Graphic Communication Department."

Students are also involved in projects of the GrCI, and benefit through participation in research, testing and related projects.

Companies partnering with Cal Poly in improving and promoting the printing industry receive research white papers and a "Partnership Plaque." For additional information contact:

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