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**FOR IMMEDIATE RELEASE**

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**RED HOT TECHNOLOGY PROGRAM HIGHLIGHTS NEW PRODUCTS AT PRINT 18**

**More than 70 new products and solutions on display at PRINT 18 are designated as “RED HOT Technologies”**

**Reston, VA**—What can you expect in the way of new products in the exhibit hall at PRINT 18? The inaugural RED HOT Technology Recognition Program has the answer. This program identifies the newest innovative products and solutions on display at PRINT 18—and 76 have earned the designation this year.

A complete list of the companies and products recognized can be found at [www.printredhots.com](http://www.printredhots.com). At PRINT 18, each designee will have a distinctive “RED HOT Technology” sign displayed at their booth for easy identification and will be listed in the onsite event guide directory.

The 76 products and solutions receiving RED HOT Technology recognition come from 45 exhibitors and were made in 11 categories:

Workflow Automation Systems: 19

Sales & Management Systems: 10

Marketing & Multi-channel Solutions: 10

Color Management Prepress & Pre-media: 8

Specialty Printing Post-Press & Finishing: 8

Digital Presses: 7

Wide-Format Digital Printing Devices: 6

Imprinting Mailing Shipping & Fulfillment: 3

Consumables & Substrates: 2

Hybrid Print Technologies: 2

Pressroom Equipment: 1

“The most prominent themes that emerged when reviewing the submissions were around integration and collaboration,” said Julie Shaffer, Association for Print Technologies (APTech) associate vice president, program and community development, who led development of the RED HOT Technology Recognition Program. “We saw integrations between many products—MIS, mailing, production workflow, color control, web storefronts, design, planning and fulfillment—that greatly extend the functionality and value of each product. It’s really encouraging to see so many manufacturers working together for the good of the industry.”

All RED HOT Technology designees are eligible to receive the new RED HOT Vanguard Awards, recognizing “products that can be considered ‘game-changers’ that help advance the industry as a whole,” Shaffer said. They will be announced at PRINT 18 and are judged by a panel of industry experts and practitioners for awarding in three categories:

- Breakthrough—recognizing products that help advance an existing technology or process and open new business opportunities

- Pioneer—recognizing products that are the first of their kind or entirely new to the graphic communication industry
- Collaborative—recognizing products developed by more than one company working collaboratively

PRINT 18 will take place Sept. 30 through Oct. 2, 2018, at McCormick Place in Chicago. For more information, contact Director, Event Marketing, Sherry MacDonald at 703/264-7237, or e-mail: [smacdonald@aptech.org](mailto:smacdonald@aptech.org).

***About the Association for PRINT Technologies***

The Association for PRINT Technologies is a purpose-driven organization dedicated to supporting the entire commercial printing value chain. We believe in helping our members maximize alignment with their value chain partners to be more effective and competitive. Printing has been vital to communication for decades; today, the digital culture has heightened our industry's complexity and reframed its relevance. Our signature event—PRINT®—answers the call by bringing the boldest and brightest innovators, influencers, and newest technology together to create connections that showcase and advance our industry. For complete information about the Association, its programs, and its member companies, visit: [www.PrintTechnologies.org](http://www.PrintTechnologies.org) or phone: 703/264-7200.

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