

FOR IMMEDIATE RELEASE



## **Fineline Printing Hires Sales and Services Expert**

*Leading Print Communications Company Welcomes Director of Sales and Client Services with More Than 30 Years of Industry Expertise*

**INDIANAPOLIS, IN, May 27<sup>th</sup>, 2015** — Fineline Printing Group has hired **Beth Coleman Valdettaro**, Director of Sales and Client Services, as part of the organization’s continuing strategy to provide *solutions-driven* printing with a *customer-focused* approach from leaders in the print communications field.

“As a previous customer herself, Beth truly understands the Fineline brand and is a believer in our services through experience. The combination of Beth’s high-end print communications expertise and sales and marketing experience will make her a powerhouse for our organization and our ongoing goal to be a true advocate for our clients. We are excited to welcome her to the Fineline team!” said Lisa Young, Chief Operating Officer at Fineline Printing Group.

Valdettaro has over 30 years of experience in working with clients on print communications, marketing strategy and national account management. She has previously held leadership roles in companies such as Burkhart Marketing and The Hennegan Company where she utilized her expertise in offset and digital print manufacturing, project management, and sales and marketing. Her role at Fineline will include managing sales and services professionals, and being the strategic advisor for client programs.

Valdettaro holds a Bachelor of Arts in Journalism and History from Indiana University.

### **About Fineline Printing Group (FinelinePrintingGroup.com)**

Fineline is one of the largest and leading providers of commercial Print, Fulfillment & Marketing services in the Midwest. Started in 1981, Fineline has grown to fill a 56,000 square foot manufacturing facility in northwest Indianapolis with over 60 employees and state-of-the-art production equipment in offset, digital, and large format printing. Fineline is a privately-held, minority-owned business certified by numerous local, state, and regional agencies. Fineline is compliant to ISO 9001:2008 standards, HIPAA compliance, and G7 Master qualified.

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