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Contact:

Ed McMasters
Director of Marketing & Communications
Flottman Company
(513) 470-9461 cell
(859) 331-6636 ext. 221
emcmasters@flottmanco.com

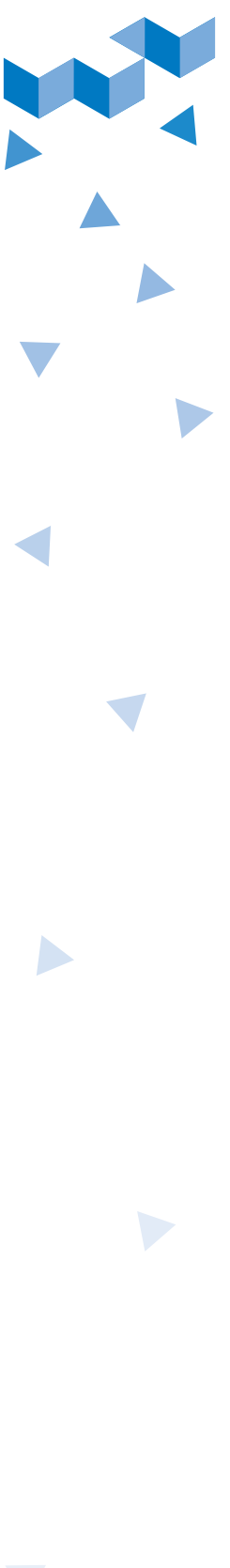
**FLOTTMAN COMPANY WINS THE 2012 GREEN
BUSINESS AWARD FOR MARKETING STRATEGY;
ENCOURAGING CLIENTS TO PLANT A TREE**

Cincinnati Business Courier's Third Annual 2012 Green Business Awards honored the Flottman Company as WINNER of the Green Marketing Strategy Award and with two Green Business Finalist Awards.

Northern Kentucky - Cincinnati, Ohio – March 21, 2012: Asking clients to “Plant a Tree” reaps a Green Award for the Flottman Company.

The *Cincinnati Business Courier* and U.S. Green Building Council Cincinnati Regional Chapter presented the Flottman Company with the 2012 Green Business Marketing Strategy Award. This first place honor was accompanied by two (2) finalist awards for Marketing Strategy and Green Policies. These awards recognize people, companies, and organizations that are demonstrating outstanding leadership in sustainable practices at a variety of facilities and projects throughout the Cincinnati USA Region.

The *Business Courier* hosted a gala event on Tuesday, March 20, 2012 at Xavier University, attended by over 250 business professionals and green industry leaders. The event honored four (4) for-profit and four (4) non-profit first place recipients of the 2012 Green Business Awards. First place winners accompanying the Flottman Company included Tri-Health, Formica, Christ Hospital, Sunny Delight, Cincinnati Energy Alliance, Gus Perdikakis Associates and City of



Sharonville. All nineteen (19) finalists were also honored in this, the third annual Green Business Awards competition.

Tom Flottman, CEO of the Flottman Company stated that “These are great awards for the Flottman Company highlighting our commitment to being green. Congratulations to all the winners and finalists.”

Flottman in his acceptance speech also communicated to everyone that “Trees used for paper are a renewable resource grown on farms and also reminded attendees that when it’s important; we print it.”

This is the first time the Flottman Company has been named a Green Business Award winner in the category of *Green Marketing Strategies* with our Forest Stewardship Council Certified *Brilliant*

Communications marketing strategy self-promotion: *Plant 900 Trees in Celebration of our 90th Anniversary* and a finalist in the *Green Policy* category with Flottman’s *Be Green as a Company* program. Flottman Company serves as a communications solution provider offering total project vertical integration from concept to delivery. The Flottman mixed-media *Brilliant Communication* campaigns empower clients to increase response rates, generated qualified leads, update databases and ultimately increase sales and profits.

Read more about the awards in *The Cincinnati Business Courier* as they present profiles on the Flottman Company, the other first place winners and all the finalists in their printed March 23, 2012 *Business Courier* with a green publication insert. The profiles will also appear on the *Business Courier’s* website.

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About the Flottman Company:

The Flottman Company is a full-service graphic communications firm founded in 1921 and headquartered in Northern Kentucky. The company provides a wide array of printing, design and strategic marketing services to enable clients to “Communicate Brilliantly;” including 1:1 marketing solutions through variable data, pURL and QR codes, complete digital printing for commercial marketing and specialization in pharmaceutical printing and manufacturing of pharmaceutical inserts and outserts. Printing Industries of Ohio and Northern Kentucky named the Flottman Company their 2011 Printer of the Year and in 2010, the University of Cincinnati honored the Flottman Company with the Tri-State Family Business of the Year Award. The company is a privately held, family owned business, currently run by the third generation of Flottmans: Tom Flottman, Sue Flottman Steller and Peter Flottman.

If you would like more information about the Flottman Company, The *Cincinnati Business Courier* 2012 Green Awards or to schedule an interview with Tom Flottman, please contact Ed McMasters (513) 470-9461 or e-mail Ed at emcmasters@FlottmanCo.com.