



**PRESS RELEASE**  
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For Immediate Release

## **New partnership offers expanded opportunities for printers**

Natick MA US - August 2015 - global print management technology provider P3Software today announces a strategic alliance with YUDU, a UK based digital publishing technology and service provider.



YUDU Publisher, the cloud-based publishing platform, converts over 10,000 publications a day into digital formats. The technology acts as an easy-to-use and versatile publishing tool.

By working with YUDU, P3 Software clients and their suppliers will be able to offer enhanced digital editions, which retain the look and layout of the printed copies.

P3 Software's flagship products, P3 Procure and P3 Source, are global market leaders of print procurement and print production sourcing technology. Used by corporate buyers and print service providers to manage sourced print production this critically acclaimed technology has proven exceptionally effective with users worldwide.



"P3 has an excellent product for buyers and sellers of print based products" comments Richard Stephenson, CEO of YUDU, "and we are delighted to have entered into a strategic partnership that broadens our reach and services to our growing list of printers that have adopted YUDU technology to deliver their digital publishing services."

Bob Yancich, COO, P3Software adds "We are excited to be teaming up with YUDU and their easy to use, affordable digital publishing platform. The P3 system interacts with thousands of print service providers each day worldwide and I think many of them could drive new sales by offering

their customers a digital publishing option of just produced printed materials. It's a great fit"

#### **About P3Software**

Founded in 2001 and headquartered near Boston, Massachusetts USA, it is a privately held company that develops fully scalable, cloud based print management technology. P3 Software technology manages the print bid and buy process, from initial specification to project delivery. Unique in its ease of use and affordability it is the choice of successful corporations, agencies, educational and nonprofit institutions, print broker/managers, in-plant facilities and print service providers.

With a global network server infrastructure it serves customers around the world. P3Software does not provide any print production or print management services or maintain proprietary supplier networks

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