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FOR IMMEDIATE RELEASE

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PROPAGO V6 EARNS PRINT[®] 18 RED HOT TECHNOLOGY DESIGNATION

Austin, Texas - The new V6 2018 from Propago has been named a “RED HOT Technology” in the Marketing and Multi-Channel Solutions category by the Association for Print Technologies (APTechSM), organizers of PRINT 18. The RED HOT designation recognizes important product and solution innovations on display at PRINT 18 that are new or significantly updated since last year, and serves as a roadmap to “what’s new” in the PRINT 18 exhibit marketplace.

“Our latest release is an absolute game-changer in the industry,” said Propago CEO Rick Aberle. “We’ve modernized the user interface to be more intuitive, enhanced the Personalization Engine, and added functionality to the back-end. The result is a marketing asset management platform that is a better user experience for our current and future customers.”

As a RED HOT Technology, V6 2018 will have a distinctive “RED HOT” sign posted at the PRINT 18 exhibit booth for easy identification during the event, and it will be included in the onsite event guide directory and pre-event publicity.

Propago’s V6 2018 brings web-to-print to the modern age. The platform’s responsive web design allows users to access the platform at their convenience from their favorite device, whether that is mobile, tablet or desktop.

The latest version introduces a Personalization Engine that is unrivaled in the market. Leveraging profile data, preferences, and ordering history, Propago’s is able to populate variable data products with the appropriate information. Other additions include real-time reporting and dynamic data sources. Users can pull automated or on-demand reports to

understand how the software is being utilized. Dynamic data sources enable Propago to connect to a data feed so customers can pull in information to make the platform more valuable to specific users.

“At the Association for PRINT Technologies, innovation is at the core of our signature event, PRINT,” said APtech President Thayer Long. We are proud to present this honor to Propago and look forward to continuing to drive the industry forward together.”

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.

About the Association for Print Technologies (APtechSM)

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 or phone: 703/264-7200.

About Propago

Propago brings the physical and digital worlds together in a cloud-based platform, allowing marketers to better manage the complexities of distributing brand and marketing assets. Propago was founded in 2015 with headquarters in Austin, Texas. For more information, visit www.propago.com.

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