



**Strategic  
Print Alliance**  
*Independent Strength. United Power.*

## **FOR IMMEDIATE RELEASE 6-4-10**

### **LabForms Chosen as First Flesh Membership Award Winner**

As a founding member of the Independent Business Forms Dealers of America, which later became the Print Services and Distribution Association, Royal S. (Scud) Flesh saw the value in being part of an organization that supported its membership through education, information, networking events, and other resources.

The members of Strategic Print Alliance want to honor Mr. Flesh's memory in a lasting and meaningful way in appreciation for his contributions to them personally, and to the industry. To that end, Strategic Print Alliance will fund the first years' membership dues in PSDA for a non-member distributor each year, beginning in 2010.

The first recipient of The Flesh Membership Award is:

LabForms  
1401 East Edinger Ave.  
Santa Ana, CA 92705  
[www.labformsprinting.com](http://www.labformsprinting.com)

As a growing distributor with a nationwide presence, LabForms has shown significant growth in the past year and is poised to become a major supplier to clinical laboratories across the country. John Zylstra, LabForms' Vice President of Sales and Marketing, said "We are honored to be the first recipient of The Flesh Membership Award and eagerly anticipate using the resources that PSDA membership provides."

"Strategic Print Alliance is pleased to be able to honor Mr. Flesh in this meaningful and enduring way. And LabForms will be strengthened by their membership in PSDA," said David Batson, Executive Director of Strategic Print Alliance.

The members of Strategic Print Alliance are Apex Color, Bradley Graphic Solutions, Printgraphics, Superior Business Associates, The Flesh Company, and Wright Enterprises.