

# PLP's Blueprint for Change Program Helps Reprographers Profit From CIM

ALEXANDRIA, Va., June 6, 2011 (SEND2PRESS NEWSWIRE) – PLP Digital Systems is expanding its Blueprint for Change program to help reprographers meet today's demands for Construction Information Management (CIM). This four-month marketing strategy program, which piloted in 2010, is now accepting applications for the 2011 session.

Construction technology represents a significant opportunity to companies with strong relationships in AEC, but whose services have been commoditized and whose volumes are dropping by as much as 30 percent year over year. The Blueprint for Change strategy program (<http://www.plp.com/b4c>) is designed to guide these print companies into a new market position, and change their brand to increase sales.

John Cronin, CEO of PLP, says "Changes in the construction industry in the way digital content is managed, shared, and distributed is challenging our customers to stay relevant and strategic to their AEC customers. PLP has always worked to help our customers succeed, and we're excited with the progress our pilot B4C participants have seen."

PLP Digital Systems has partnered with PLS Launch Solutions, a marketing strategy firm, to offer the Blueprint program. President Michele Gleber says, "It's tremendously satisfying to help these businesses change and to measure their progress, not in just a new look or tagline, but real revenue growth from technology and CIM services."

Pilot participants were leading companies like Duncan-Parnell, Lynn Imaging, and Barker Blue, who each have completed major rebranding efforts and seen improved technology sales in 2010.

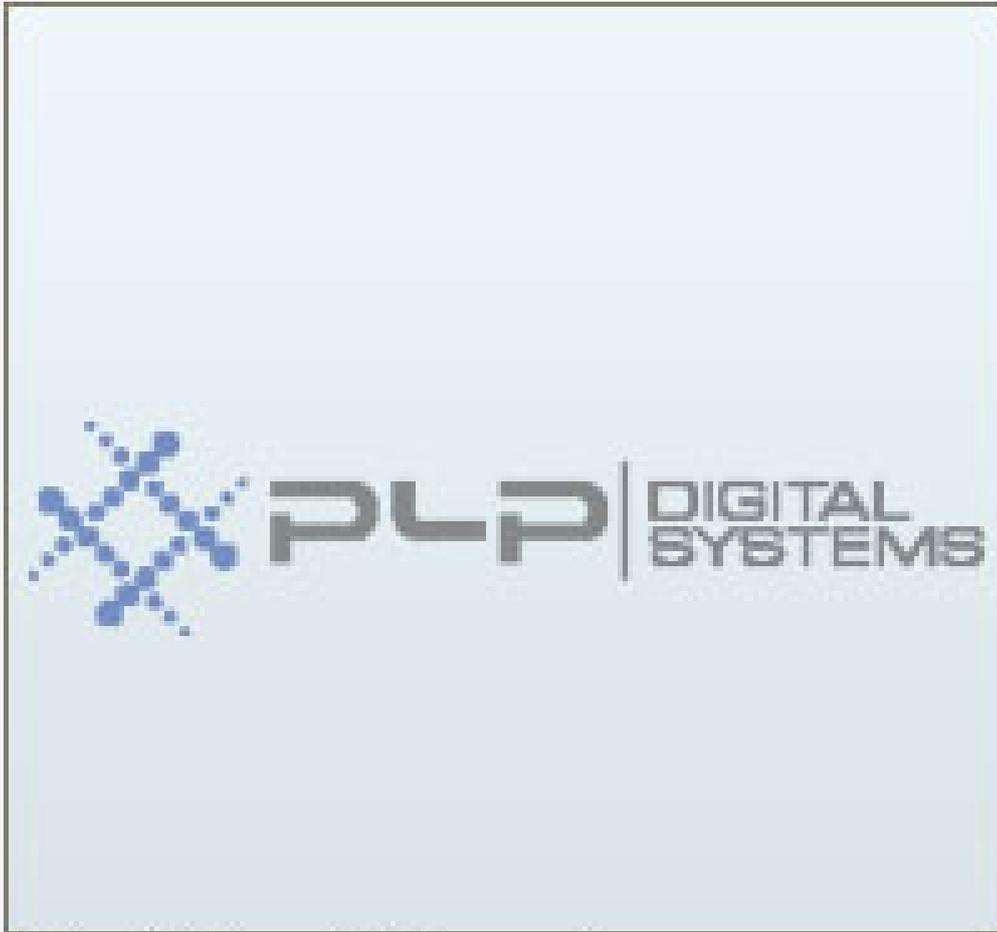
## **About PLP Digital Systems:**

For more than 20 years, PLP Digital Systems ([www.plp.com](http://www.plp.com)) has powered the information that powers construction. Best known for products like PlotWorks, PLP's software solutions and world-class customer support help their partners produce and manage the construction information that's critical to their customer's projects.

## **About PLS Launch Solutions:**

PLS Launch Solutions ([www.launchsolutions.com](http://www.launchsolutions.com)) works with technology leaders looking to grow and change their businesses. Their marketing strategy and execution services have helped CEOs launch new products, diversify into new markets, and change the way they think about, talk about, and reach new customers. PLS has worked in the wide format print and software industries for 25 years, and is based in Rochester, NY.

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