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FOR IMMEDIATE RELEASE

### **INK SYSTEMS' FOUNDER URBAN S. HIRSCH III IS PIASC'S 2007 EXECUTIVE OF THE YEAR**

Los Angeles, California—Bruce Carson, Chairman of the Printing Industries Association, Inc. of Southern California (PIASC), announced the selection of Urban S. Hirsch III, founder and president of Ink Systems, Inc. as the recipient of the coveted PIASC Ben Franklin Award. The presentation of the award will take place at the association's Graphics Night, on Friday, March 16, 2007, at the beautiful Pacific Palms Conference Resort in the City of Industry.

Urban Hirsch was nominated and selected as the PIASC Executive of the Year and recipient of the Ben Franklin Award by his peers because of his outstanding contribution to the industry throughout his lengthy and illustrious career. In 1960, Urban moved to Chicago to join his stepfather, Mel Pfaelzer at Bowers Printing Ink to work as a trainee; however he moved quickly up through the ranks of production, color matching and formulating offset inks and by 1964, he was managing the technical lab. In 1968 he moved to California to work as the technical manager for Martin J. Paul at Bowers' West Coast facility staying there until 1985. During his tenure at Bowers, Hirsch demonstrated his deep commitment to industry affairs and on various occasions represented ink companies and printers before the Southern California Air Quality Management District (SCAQMD) and played an instrumental role in expediting the permitting process for heatset web presses that helped spur the rapid growth of heatset web installations in Southern California.

In 1973 Bowers Printing Ink was sold to a chemical company; then, in 1982 Bowers was acquired by PPG. After a few years at PPG, Hirsch realized he did not want to work in a huge, impersonal corporate structure; therefore, in 1985, Urban left Bowers with three friends to start his own ink company and Ink Systems, Inc. was born. In three months, he had a factory and the first \$3,000 in sales. Within two years, 40 people left Bowers to join Urban in what is now one of the most respected printing ink manufacturers in the U.S. With more than \$65 million in sales, Ink Systems is the leader in the high-end in-plant segment. Ink Systems is known for its high quality and service.

Urban also gives back to the industry in numerous ways. For example, he has served as President of NAPIM, is a past board member of PIASC, was a founder/first President of Los Angeles Printing Ink Production Club, and is currently a member of the PIASC Public Relations Committee. Moreover, Ink Systems has been a supplier sponsor for many of PIASC's seminars, conferences and annual meetings.

Urban's interests outside the industry include a superb antique motorcycle collection, and a fine art collection with a focus on lithographs and engravings with some dating back more than 400 years. Giving back to the community is vital to Urban who is deeply involved with Casa Youth Shelter and the Inner City Arts Program.

Bruce Carson, Chairman of PIASC, invite industry members to join us in honoring Mr. Urban S. Hirsch III at the Graphics Night. Cocktail reception starts at 5:00 p.m.; dinner 6:30 p.m.; program 7:30 p.m., followed by the clever, witty, original, and entertaining Capitol Steps directly from Washington D.C. For more information and reservations, please contact Ara Izquierdo at PIASC, 323-728-9500, extension 216, or via email at [ara@piasc.org](mailto:ara@piasc.org). Tables of 10 are available at \$1000; individual tickets at \$100.

Note to the Editor. PIASC is the printing industry in the greater Los Angeles. With over 1,600 company members, it is the largest affiliate of Printing Industries of America—the national trade association for the printing and graphic arts industry.

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