



For immediate release
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Interactive Printing and Packaging Corporation (IPAK) is now a member of the Women's Business Enterprise National Council (WBENC), one of the most widely recognized and respected certifications in the nation, accepted at over 500 major corporations. Created in 1997, the goal of the WBENC is to enhance opportunities and eliminate diversity barriers in America's major business markets. The number of women owned businesses are growing at twice the rate of all US firms. Despite this, women owned businesses receive only 3% of the work from Fortune 1000 companies.

Karen Primak, President of IPAK, believes that "this disparity can only be lessened if corporate buyers are made aware of this valuable resource. It is our obligation as women owners to rally together and communicate our expertise to corporate America. IPAK is proud to be a member of one of the largest organizations that certifies women owned business in the country". In order to become a member of the WBENC, 51% of the company must be owned and operated by a woman. The WBENC provides a national standard for women business certification. The Women's Business Development Center of Philadelphia is the third party certifier for the WBENC. More information on certification can be obtained at www.wbenc.org.

IPAK is a comprehensive sole source manufacturer of creative packaging. The company develops, oversees and manufactures a packaging project from start to finish. IPAK adds value by becoming an extension of their clients' in house production and marketing team. All packaging structural design, project management, post press manufacturing and fulfillment operations are done by a staff of 70 at their 52,000 sq foot facility in Pennsauken NJ. IPAK's client base is national and includes The McGraw-Hill Companies, John Wiley and Sons, Random House and Rainbow-Media.