

## NEWS RELEASE

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#### **Production Basics Wins Summit Creative Award for Industrial Workstation Catalog**

*by Production Basics*

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Billerica, MA---Production Basics has won a Bronze level Summit Creative Award in the Catalog category for their recently produced Product Specifier. The catalog features industrial work benches and accessories designed for the electronics manufacturing, assembly, material handling and laboratory industries. "The focus for our Product Specifier was to make it easy for our distributor and end users to find out more about ergonomic workstations for their facility," says Erica Rice, Vice President, Marketing for Production Basics. "Based on feedback from our manufacturer's reps, distributors and facility managers, we were able to improve our design and layout, resulting in a Bronze award from Summit International." "Detailed, accurate and easy-to-find specifications of products and is important to our partners," adds Rice. "The international panel of SIA judges recognized that in our work and we're thrilled." The Product Specifier was chosen for a Summit Creative Award from a field of more than 5000 submissions. The catalog was printed by Shawmut Printing ([www.shawmutprinting.com](http://www.shawmutprinting.com)) in Danvers, Massachusetts. **About the Summit International Awards** The Summit International Awards (SIA) organization was founded in 1994. The organization conducts the Summit Creative Award, the Summit Marketing Effectiveness Award and the Summit Emerging Media Award. The 2013 competition is the 19th year for the creative competition. Additional information about the Summit International Awards organization, its competitions and winning firms can be found on the Summit Awards web site at [www.summitawards.com](http://www.summitawards.com)

**About Production Basics** Since 1995, Production Basics has used a fresh approach to designing, manufacturing and marketing ergonomic workstations and accessories. The Company combines clean lines, basic materials and solid components to form sturdy, modular products. The Company provides economical workspace solutions for the manufacturing, electronics assembly, laboratory, and material handling industries. For more information, visit [www.pbasics.com](http://www.pbasics.com).