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EO Johnson Receives Perfect Image National Industry Award

Wausau, WI – EO Johnson Office Technologies was honored with the 2011 Perfect Image Award for Best Marketing Campaign. The Perfect Image Awards are presented by *imageSource Magazine* and ITEX and were announced at the ITEX National Conference and Expo in Washington DC on March 22, 2011. The national industry awards honor excellence in the document management industry. Awards were presented in eight categories to dealers who demonstrated superior distinctions within each category.

The award-winning EO Johnson marketing campaign was for the company's iTECH Services™, a new service initiated in 2010. iTECH Services™ provides customers a variety of IT network services. EO Johnson's Marketing Director Karen Katz developed the campaign. Contributing to the campaign's success were graphic designer Kim Nickel – The Wurzburg Company, Middleton, and Tom Neal, Director of Brand Development – kinziegreen, Wausau who wrote and produced the radio commercial.

EO Johnson Office Technologies is a leading resaler of print/document equipment and management systems and has offices in Wausau, Eau Claire, and La Crosse, WI and Rochester, MN. EO Johnson also provides point-of-use drinking water systems through its Pure Water Technology division.

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