

**Howard Fenton**  
**Senior Consultant**  
**Production & Digital Technology**  
**201-523-6328**  
[hfenton@napl.org](mailto:hfenton@napl.org)



Author, trainer and consultant Howie Fenton has worked with graphic communications companies nationwide for the past two decades. He audits 30 companies a year, has a client list of over 500 companies and is reputed to have never analyzed a workflow or production strategy he could not improve.

He works with both commercial printers and inplant reprographics departments offering workflow and strategic analysis. In workflow audits the focus is on increasing productivity by identifying and overcoming bottlenecks and reducing costs with new technology or best in class procedures. In strategic audits the focus is on benchmarking costs and cycle times to identify world class strategies and tactics.

As a consultant, Fenton specializes in digital printing, digital workflows, and the strategic management of inplant and commercial printers. He is a judge for the PODI (Print On Demand Initiative) Best Practices in Digital Print awards, Xerox PIXI awards, and has worked on the PIA/GATF Digital Printing Council as well as HP Digital Printing Advisory Council.

Besides presentations at national and international graphic arts shows, Fenton has been on national tours including: Apple Power Tools for Publishing, Agfa Across America, Banta Technovation, PIA/GATF

“In a world where ink on paper is just one of the many ways of communicating messages, Howie’s research and writing on new media give him a perspective that is unique in the business and invaluable to his customers.”

**Carmen Crist, MSU**

Orientation to the Graphic Arts, and Xerox Innovate. He has taught advanced computer graphics at Montclair University, NJ, and taught the Computer to Plate, Digital Printing and PDF Workflows at the Rochester Institute of Technology School of Printing.

In addition to more than 300 magazine articles, he has authored five books on digital printing, scanning, color management, and digital technologies. He writes for the *NAPL Business Review* and is frequently featured in national trade and business magazines. His monthly newsletter *Digital Workflow Ops* is distributed free of charge by writing to [Subscribe@napl.org](mailto:Subscribe@napl.org) and putting Fenton in the subject line. Samples of his work can also be found on the NAPL web site [www.HowieFenton.org](http://www.HowieFenton.org).

address

75 West Century Rd.  
Suite 100  
Paramus, NJ 07652

toll free

800.642.6275

fax

201.634.0324

web

[www.napl.org](http://www.napl.org)