



NEWS RELEASE

COREFACT TAPPED TO HOST HP USER GROUP EVENT

Local press operators to come together for all-day event

Hayward, CA, February 21, 2019 – [Corefact](#), the leading company in advanced printing and online marketing solutions for the real estate and mortgage industries, is hosting a [Dscoop](#) event called Operator Saturday which will be attended by local HP Indigo Series 3 and 4 operators. Dscoop, the world's largest digital print and design community, holds events internationally and tapped Corefact for its best-practices in using the HP Indigo presses.

Operator Saturday brings together operators of HP Indigo presses for a day of knowledge sharing, education, and networking.

“The local operators attending will share best practices and talk about their craft. Most operators are thirsty for knowledge and are more than willing to share what they do best,” said Christopher Burnley, the CEO of Corefact and host of the event. Burnley encourages owners to host similar events. “It’s a fantastic opportunity for your operators to broaden their network so when they come across a problem, they know they have peers in the region who can help them.”

Dscoop board member, Chris Reine, and a member of the Dscoop operations committee, shared that Operator Saturday was created to cater to Dscoop members that run the presses and are on the production floor daily. “We saw the need to be able to create and cater such an event knowing that most of these members do not get the chance to experience the interactions at the conference level,” said Reine.

Bob Raus of HP will be a featured speaker at the event. He has a 25+ year career in the graphic arts industry at HP Indigo, EFI-VUTEK, Océ, Xerox, and RISO. He believes that business success is the only measure of whether a technology investment has value, and the digital press – while critical – is only one element of a true business solution. When the digital press is combined with partnerships, workflow automation, targeted selling, the right finishing, supplies,

and reliable service, the result is delivering more jobs, faster, with higher value and less touch points, to new and existing markets.

In addition to its Operator Saturday events, Dscoop provides local events for every aspect of a printer's business, from sales and marketing to production to management and leadership training. For more information about Dscoop On-Demand Education, local events or about the 2019 national event in Orlando, please contact Dscoop Community Manager, Mary Walinder @mwalinder@dscoop.org.

About Corefact

Corefact, based in Hayward, CA, is a privately-held company providing real estate brokerages, agents, and mortgage professionals with a complete online and offline marketing solution utilizing personalized content and lead generation. The Corefact marketing solutions help build relationships, and promote services using a one-to-one approach, matching multiple unique data points to create a personalized experience for the consumer. Unique tracking codes and strong calls to action generate above average responses and conversion rates by combining direct mail and web technology. Recognized in Inc. 5000: 2014, 2015, 2017 and the San Francisco Business Times Fast 100: 2013, 2014, 2015.

About Dscoop

Dscoop North America was founded in 2005 as an independent community of HP graphic technology business owners and technical professionals who use HP Indigo, PWI or Latex equipment and related solutions. Twelve years later, Dscoop continues to be the leading digital print community worldwide, helping the industry to advance and succeed through education, online forums and local and regional conferences. While at these conferences and events, member delegates can build strategic alliances to positively impact their businesses while learning and elevating best practices and so much more. To learn more about Dscoop, visit www.dscoop.com or connect via [Facebook](#) and [Twitter](#).

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