



## **LAVIGNE INC. RE-BRANDS AS LVI**

Boston, MA – LaVigne Inc. announced today that it has re-branded and is now known as LVI.

“Our new brand conveys LVI’s commitment to helping our customers increase the efficiency and effectiveness of their print supply chain,” said LVI CEO Christopher Wells.

LVI is a Print Optimization company specializing in marketing and sales print collateral in the Northeastern U.S. LVI’s ownership structure has not changed, according to Wells.

Downloadable files of LVI’s new logo are available at [www.LVIPO.com/logos](http://www.LVIPO.com/logos).

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