

Platinum Press Inc. Hires Ruben Luviano as Production Manager at its New Pharmaceutical Packaging Facility in Oakland, NJ

Oakland, NJ – **Platinum Press, Inc.** (PPI) – a leading provider of healthcare packaging solutions for the pharmaceutical, medical device and animal care sectors that specializes in labels, folding cartons, blister packaging, inserts/outserts and medication guides – has hired Ruben Luviano as Production Manager at its new packaging facility in Oakland, New Jersey.

In this role, Mr. Luviano will oversee operations at Platinum Press's new 47,000-square-foot modern, multi-million-dollar facility, which has been designed to have the same capabilities as the company's full-service pharmaceutical packaging facility headquartered in Texas. Mr. Luviano supervises a staff of 15 pressmen, cutters and folding technicians, overseeing the scheduling and running of jobs, as well as the training of staff in use of the plant's high-end machinery. Currently operating two shifts, the company has plans to add a third, eventually taking employment at the factory to about 100.

Prior to joining Platinum Press, Mr. Luviano worked for 11 years as a field technician for G&K VIJUK International, a company specializing in insert/outsert leaflet folding equipment. Before that he was employed by a variety of printing companies, including Norkol and American Litho. Over the years, Mr. Luviano developed specialized expertise in outsert manufacturing, which he has taught to technicians across the globe.

Mr. Luviano studied at Triton College in River Grove, Illinois, where he specialized in bindery. He resides in North Hanover, New Jersey with his wife and three children.

"Ruben brings 25 years of specialized printing pharmaceutical packaging expertise and outsert manufacturing experience to Platinum Press's new plant," said Andrew Vale, Senior VP of Corporate Strategy and Development at Platinum Press, "and we are confident that he will excel in his role of managing the accelerated growth and development of our New Jersey facility."

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About Platinum Press

Platinum Press is a leading supplier of healthcare packaging solutions for the pharmaceutical, medical device and animal care sectors. From concept and design to

production and warehousing, Platinum Press offers a full line of printed packaging components, including specialty labels, folded cartons, blister packaging and printed literature such as inserts, outserts and medication guides.

Platinum Press has produced printed packaging components for more than 100 companies throughout the country. For more information, call (469) 733-1506 or visit www.PlatinumPress.com.