

Quad Solution for Packaging In-Store Displays Eliminates Plastic at its Earliest Point of Entry

Innovative LAMà® Band rids hard-to-recycle waste from in-store signage

SUSSEX, WI, March 30, 2023 - Quad/Graphics, Inc. (NYSE: QUAD), a global marketing experience company, announced the LAMà Band, an innovative and sustainable solution for packaging the company's proprietary signage offering. LAMà Displays will now be delivered to retailers bundled with an easy-to-remove band made of the same recyclable paperboard used for the signs themselves.

With assembly instructions printed directly on the LAMà Bands, they are expected to eliminate 330,000 plastic polybags, 330,000 one-time-use paper instruction sheets, 660 paper-ream wraps, 66 corrugated boxes, 132 plastic straps, and eight wooden pallets from ever entering the waste stream every year. (Based on Quad's 2022 sales data.)

The creation of the LAMà Band is a story of Quad's "maker culture" in action. Its concept originated with the Quad In-Store division's structural design team, which was tasked with developing innovative ideas that would advance Quad's ongoing commitment to sustainability – for its own business and for its clients. This update to the LAMà Display packaging is also cost-neutral, and the change removes friction for retailers by making the assembly process even easier.

"The LAMà Band is a testament to the innovation in Quad's DNA. The company was founded on the idea that there's a better way. This eco-friendly solution – which came from a 'moonshot' idea – is just that: a better way," said Kelly Burt, Vice President of Quad In-Store. "This is another important step in our ongoing sustainability journey. I can't wait to see what we do next."

"The simplest way to reduce waste is through innovative solutions centered on the principles of continuous improvement, which is exactly what Quad is doing here," said Maura Packham, Quad Senior Vice President of Corporate Responsibility. "We're committed to advancing our own environmental initiatives and bringing sustainable solutions to our clients. These are intentional changes to our offerings that we believe will generate long-term environmental benefits and contribute to our bottom line."

[View a comparison of the old and new LAMà packaging in this video.](#)

Forward-Looking Statements

This press release contains certain “forward-looking statements” within the meaning of the Private Securities Litigation Reform Act of 1995. Forward-looking statements include statements regarding, among other things, our current expectations about the Company’s future results, financial condition, sales, earnings, free cash flow, margins, objectives, goals, strategies, beliefs, intentions, plans, estimates, prospects, projections and outlook of the Company and can generally be identified by the use of words or phrases such as “may,” “will,” “expect,” “intend,” “estimate,” “anticipate,” “plan,” “foresee,” “project,” “believe,” “continue” or the negatives of these terms, variations on them and other similar expressions. These forward-looking statements involve known and unknown risks, uncertainties and other factors which may cause actual results to be materially different from those expressed in or implied by such forward-looking statements. Forward-looking statements are based largely on the Company’s expectations and judgments and are subject to a number of risks and uncertainties, many of which are unforeseeable and beyond our control.

The factors that could cause actual results to materially differ include, among others: the impact of decreasing demand for printed materials and significant overcapacity in a highly competitive environment creates downward pricing pressures and potential under-utilization of assets; the impact of fluctuations in costs (including labor and labor-related costs, energy costs, freight rates and raw materials, including paper and the materials to manufacture ink) and the impact of fluctuations in the availability of raw materials, including paper, parts for equipment and the materials to manufacture ink; the impact macroeconomic conditions, including inflation, rising interest rates and recessionary concerns, as well as ongoing supply chain challenges, labor availability and cost pressures, distribution challenges and the COVID-19 pandemic, have had, and may continue to have, on the Company’s business, financial condition, cash flows and results of operations (including future uncertain impacts); the impact of increased business complexity as a result of the Company’s transformation to a marketing experience company; the inability of the Company to reduce costs and improve operating efficiency rapidly enough to meet market conditions; the impact of changes in postal rates, service levels or regulations, including delivery delays; the failure to attract and retain qualified talent across the enterprise; the impact of a data-breach of sensitive information, ransomware attack or other cyber incident on the Company; the fragility and decline in overall distribution channels; the impact of digital media and similar technological changes, including digital substitution by consumers; the impact negative publicity could have on our business and brand reputation; the failure of clients to perform under contracts or to renew contracts with clients on favorable terms or at all; the impact of risks associated with the operations outside of the United States, including trade restrictions, currency fluctuations, the global economy, costs incurred or reputational damage suffered due to improper conduct of its employees, contractors or agents, and geopolitical events like war and terrorism; the COVID-19 pandemic continues to negatively affect the Company’s business, financial condition, cash flows, results of operations, supply chain and raw materials availability, as well as client demand (including future uncertain impacts); the failure to successfully identify, manage, complete and integrate acquisitions, investment opportunities or other significant transactions, as well as the successful identification and execution of strategic divestitures; significant investments may be needed to maintain the Company’s platforms, processes, systems, client and product technology,



marketing and talent, and to remain technologically and economically competitive; the impact of the various restrictive covenants in the Company's debt facilities on the Company's ability to operate its business, as well as the uncertain negative impacts macroeconomic conditions may have on the Company's ability to continue to be in compliance with these restrictive covenants; the impact of an other than temporary decline in operating results and enterprise value that could lead to non-cash impairment charges due to the impairment of property, plant and equipment and other intangible assets; the impact of regulatory matters and legislative developments or changes in laws, including changes in cyber-security, privacy and environmental laws; the impact on the holders of Quad's class A common stock of a limited active market for such shares and the inability to independently elect directors or control decisions due to the voting power of the class B common stock; and the other risk factors identified in the Company's most recent Annual Report on Form 10-K, which may be amended or supplemented by subsequent Quarterly Reports on Form 10-Q or other reports filed with the Securities and Exchange Commission.

Except to the extent required by the federal securities laws, the Company undertakes no obligation to publicly update or revise any forward-looking statements, whether as a result of new information, future events or otherwise.

About Quad

Quad (NYSE: QUAD) is a global marketing experience company that gives brands a more streamlined, impactful, flexible and frictionless way to go to market and reach consumers. Quad's strategic priorities are powered by three key competitive advantages that include integrated marketing platform excellence, ongoing innovation, and culture and social purpose. The company's integrated marketing platform is powered by a set of core specialties including strategy and consulting, data and analytics, technology solutions, media services, creative and content solutions, and managed services.

Serving more than 2,900 clients, Quad has approximately 15,000 people working in 14 countries around the world.

Please visit quad.com for more information.

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