



# COVERSTORY

by FILOMENA TAMBURRI

# Warren Werbitt PRINTER OF THE YEAR

## He's loud and he's proud...and the YouTube star really wants to kick ass

IN MID-JANUARY 2008, Warren Werbitt was a printer with a small but growing reputation in the Montreal market. Within a few days he was the talk of the industry and a darling on the blogosphere. And all because Werbitt posted a video on YouTube called *Printing's Alive* that went viral and attracted more than 150,000 views and hundreds of gushing comments. The clip is a funny, frenetic, and somewhat self-aware, four-minute rant in which Werbitt—an avowed print fanatic—shouts out his passion for printing and rages against people's perception of the industry. It's filled with profanities and memorable lines but my favourite is this: "I love the smell of ink. I'd love to spread it on my toast like fucking Nutella."

So who is Warren Werbitt? Werbitt is president of Pazazz Printing, a \$14 million-a-year commercial printer. He's young (42), entrepreneurial, energetic, driven, fond of bold moves, brimming with opinion and passion about print, and not shy about expressing either. He is a big personality. "If he's in the room, you'll know it," says Joe Truncala, president of U.S.-based NAPL, in which Werbitt is an active member. The first time we met, he told me the problem he has with magazines like this one is that we don't do more to show that print is great. But where most printers are apt to say "the industry" should do more to promote print, Werbitt took the initiative. And though Pazazz hasn't yet made a mark on the industry like Hemlock Printers, the company Werbitt says he most admires, he's achieved something that's eluded many industry bodies and associations for years: he's made printing cool to the Facebook and YouTube generation. A rant is not a winning approach for everyone. But Werbitt has kind of made it his trademark, running his company with chutzpah and in-your-face, impish force of personality.

PHOTOGRAPHY BY PIERRE CHARBONNEAU



SOME OF OUR FAVOURITE LINES FROM THE YOUTUBE VIDEO *PRINTING'S ALIVE*

IF YOU HAVEN'T SEEN THE VIDEO, GO TO [WWW.YOUTUBE.COM/WATCH?V=VPAUDRS5OCG](http://WWW.YOUTUBE.COM/WATCH?V=VPAUDRS5OCG)



People think [printing] is magic, you know! They think stuff just appears by waving a fucking wand or through Santeria or some shit like that!



...let me tell you one important fact—one little piece of information that's not in any of your fancy textbooks: I LOVE printing...I love it...



I FUCKING LOVE PRINTING! I love the smell of ink. I'd love to spread it on my toast like fucking Nutella—yeah, that's right...

