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CHICAGO, IL □ October 20, 2011 | In a welcome announcement to former readers and subscribers, the assets of leading industry publication [Paper, Film & Foil Converter](#) □ ([PFFC](#)) have been acquired in a management buyout by the new Chicago-based corporation, [YTC Media Inc.](#) Terms of the purchase have not been disclosed.

President and Editorial Director [Yolanda Simonsis](#), VP-Online Sales [Timothy Janes](#), and Managing Editor Claudia Hine now lead the direction of *PFFC* media properties. The 84-year-old magazine and its electronic products, previously published by [Penton Media Inc.](#), New York, NY, will evolve with a fresh approach in serving the broad converting community. It also will maintain the consistent quality and credibility that Simonsis has achieved while managing the *PFFC* editorial staff for the past 16 years.

Key members of the team contributing favored technical content include highly respected columnists [Timothy Walker](#), who provides web handling expertise in □ [Web Lines](#), □ [Kelly Robinson](#), whose □ [Static Beat](#) □ column offers problem-solving advice on static, and [Mark Miller](#), who troubleshoots coating-related issues in □ [Coating Matters](#). □

PFFC, reports Simonsis, will continue to post daily news and articles as usual on its website [www.pffc-online.com](#), maintain a weekly publication schedule starting on November 1 for its popular E-Clips □ e-newsletter, and provide the bimonthly product-oriented E-Xpress e-newsletter starting in 2012. □ The YTC Media team plans to be on the forefront of the converting sector with a large presence on the popular and prevalent search engines such as [Yahoo!](#), [Bing](#), and [Google](#) by expanding the online content with [video](#), [webinar](#), podcast, and [white paper](#) presentations, □ she explains.

□ You can look forward to our maintaining what already works well, □ says Simonsis, □ but there will be some welcome changes and additions to *PFFC* □ s content and delivery methods as well. Stay tuned! □

Find this article at:

<http://www.pffc-online.com/management/news/pffc-relaunch-led-by-yolanda-simonsis-and-ytc-media1910/index.html>

Check the box to include the list of links referenced in the article.

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