



Demand Publishing Solution for Speakers, Trainers, and Coaches Launches at Gung-Ho

New SpeakersTrainersCoaches solution combines design, printing, packaging, disc duplication, e-commerce, and fulfillment services to reduce manufacturing costs and increase sales for speakers, trainers, and coaches.

Incline Village, Nevada, April 10, 2013 – Gung-Ho Company, a market leader in turnkey software manufacturing, on demand publishing, e-commerce, and fulfillment, today announced the launch of SpeakersTrainersCoaches. Gung-Ho's demand publishing solution includes the design, production, and fulfillment services speakers, trainers, and coaches need to increase sales and maximize their profits.

Leveraging Gung-Ho's global manufacturing and fulfillment network, SpeakersTrainersCoaches empowers professional speakers to produce and distribute their physical products directly to customers worldwide. Building upon Gung-Ho's cloud-based GENIE information system developed for software publishers, SpeakersTrainersCoaches goes beyond publishing to include the design services essential to enhancing a speaker's image and increasing brand awareness.

"Identity, package design, and the quality of the materials all have enormous influence on consumer buying behavior and the perceived value of the product," said John L. Wade, Gung-Ho's founder and CEO. "We work closely with our clients to develop a winning look and feel that will both increase product sales and command a higher price."

In addition to design, Wade says his solution's three-pronged approach includes efficient production and accurate fulfillment which are critical to keep costs low and improve the client's bottom line.

"For 30 years, we have focused on developing the technologies and processes necessary for cost-effective software manufacturing and distribution," said Wade. "This is not a new offering for us. In the 1980s, we provided turnkey production for speakers like Tony Robbins and Brian Tracy. Today, we are applying the decades of experience we gained as a leader in the demanding high-tech industry to help speakers, trainers, and coaches make more money."

About Gung-Ho Company

Gung-Ho Company is a market leader in the manufacturing and fulfillment of printing, packaging, discs, and media products. Gung-Ho specializes in turnkey software manufacturing, on demand publishing, e-commerce, digital content delivery, and physical product fulfillment. Gung-Ho has maintained profitability, operated without incurring any debt, and has never lost a client based upon its quality or performance since it was founded in 1999.

Gung-Ho is headquartered in Incline Village, Nevada, and has a Silicon Valley sales office in Cupertino, California.

For more details about SpeakersTrainersCoaches, visit the Web site at www.SpeakersTrainersCoaches.com. For more information about Gung-Ho, visit the corporate Web site at www.gung-ho.com or call +1 775 831 3750.

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