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Phoenixville's Rowland Printing Responds to Increased Demand for Direct Mail with Acquisition of Taylor Direct

PHOENIXVILLE, PENN. (September 2006) —Rowland Printing, a full service printing company serving southeastern Pennsylvania since 1970, announced today it has acquired Taylor Direct, a Pottstown-based direct mail house. Through this acquisition, Rowland will accelerate its participation in the growing U.S. direct mail business, and provide customers with “one-stop shopping” for all design, pre-press, print production and direct mail needs. Taylor employees and technology will move to Rowland’s 21,000-square-foot Phoenixville, Pa. headquarters by November 2006.

“By bringing Rowland and Taylor together under one roof, we will provide our customers with cost-effective and efficient direct mail services from two names they know and trust,” says Jim Rowland, president and owner of Rowland. “We have tremendous respect for Taylor’s commitment to quality and service, and are proud to welcome them to the Rowland family.”

With this addition, Rowland now provides customers with a continuum of service that includes design, pre-press and printing, customized packaging and finishing, variable data and addressing, automated postage, and delivery (to client or end user). Direct mail clients may choose from catalogs, self-mailers, postcards, envelop mailers, snap mailers, dimensional mailers and other custom direct mail pieces.

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According to Rowland, the company has seen increased demand for direct mail services due to recent “do not call” and email opt-in restrictions. “Direct mail will continue to grow as an important aspect of our clients’ marketing programs,” explains Rowland.

Existing Taylor Direct customers will retain all postage surpluses, and all projects will be billed through Rowland. For more information, contact the company’s customer service department at 610-933-7400.

About Rowland Printing: Founded in 1970 and based in Phoenixville, Pennsylvania, Rowland Printing provides high-quality graphic, printing, and direct mail capabilities to the mid-Atlantic region. Clients include those in the industrial, service, educational, banking, insurance, healthcare and real estate markets. Our experienced personnel work one-on-one with each client to provide creative, high-quality printing solutions and guaranteed, on-time delivery. Visit www.rowlandgroup.com or call 610-933-7400 for more information.

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