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FROM BELL AND HOWELL

Direct mail marketing is getting more personal, more real, and more effective thanks to affordable high-quality digital printing and technologies that simplify integration into a multi-channel campaign. And according to the United States Postal Service, 57 percent of all the mail pieces in the U.S. is attributed to direct mail, representing approximately \$9.4 billion in direct mail spending on print and mail services and postage.

With the efficacy of many digital channels coming under increasing scrutiny, marketers are making direct mail an integral part of their strategy that uses many different channels to reach the hearts and minds of their customers.

We wanted to better understand the impact this has on the value chain that serves this market by focusing on a specific segment of the broader printing industry – direct mail service providers. We focused specifically on revenue from listed companies' direct mail operations. Using this data, along with additional research, we created this ranking of the top direct mail service providers by sales revenue.

## Bell and Howell is pleased to release the 2017 DM200.

Ranking of the DM200 is based on estimated 2016 revenue generated from direct mail operations.

### The Top 10 Direct Mail Service Providers for 2017:



#### 1 | IWCO Direct

Headquarters: Chanhassen, MN  
2016 Total Revenue (in millions): \$442.50  
2016 Revenue from Direct Mail Segment: \$442.50



#### 2 | Quad/Graphics

Headquarters: Sussex, WI  
2016 Total Revenue (in millions): \$4,678  
2016 Revenue from Direct Mail Segment: \$374.24



#### 3 | SG360°, a Segerdahl Company

Headquarters: Wheeling, IL  
2016 Total Revenue (in millions): \$303  
2016 Revenue from Direct Mail Segment: \$281.79



#### 4 | Data-Mail, Inc.

Headquarters: Newington, CT  
2016 Total Revenue (in millions): \$155  
2016 Revenue from Direct Mail Segment: \$155



**5 | Freedom Graphic Systems**

Headquarters: Milton, WI  
2016 Total Revenue (in millions): \$160.60  
2016 Revenue from Direct Mail Segment: \$152.7



**6 | Japs-Olson**

Headquarters: St. Louis Park, MN  
2016 Total Revenue (in millions): \$161.82  
2016 Revenue from Direct Mail Segment: \$145.64



**7 | Sir Speedy Print Signs Marketing**

Headquarters: St. Louis Park, MN  
2016 Total Revenue (in millions): \$299.97  
2016 Revenue from Direct Mail Segment: \$89.99



**8 | Alliance Franchise Brands**

Headquarters: Parsippany, NJ  
2016 Total Revenue (in millions): \$400.15  
2016 Revenue from Direct Mail Segment: \$80.03



**9 | American Litho**

Headquarters: Carol Stream, IL  
2016 Total Revenue (in millions): \$108.61  
2016 Revenue from Direct Mail Segment: \$54.31



**10 | EarthColor**

Headquarters: Parsippany, NJ  
2016 Total Revenue (in millions): \$215  
2016 Revenue from Direct Mail Segment: \$53.75

# Top 200

## Direct Mail Service Providers

### Revenue From Direct Mail Segment (in millions)

### Total Company Revenue (in millions)

### Company Info

| Rank | Company & HQ Location  | DM Sales | Total Sales | DM Sales % of Total | Principal Officer                | Total Employees | Ownership | Plants |
|------|--|----------|-------------|---------------------|----------------------------------|-----------------|-----------|--------|
| 1    | IWCO Direct, Chanhassen, MN  | \$442.50 | \$442.50    | 100%                | James N. Andersen                | 2,613           | Prv       | 7      |
| 2    | Quad/Graphics, Sussex, WI  | \$374.24 | \$4,678.00  | 8%                  | Joel Quadracci                   | 22,500          | Pub       | 62     |
| 3    | SG360°, a Segerdahl Co., Wheeling, IL  | \$281.79 | \$303.00    | 93%                 | Mary Lee Schneider               | 750             | Emp       | 4      |
| 4    | Data-Mail Inc., Newington, CT  | \$155.00 | \$155.00    | 100%                | Bruce Mandell                    | 1,200           | Prv       | 2      |
| 5    | Freedom Graphic Systems, Milton, WI  | \$152.57 | \$160.60    | 95%                 | Martin Liebert                   | 650             | Prv       | 5      |
| 6    | Japs-Olson Co., St. Louis Park, MN   | \$145.64 | \$161.82    | 90%                 | Michael W. Beddor                | 646             | Prv       | 1      |
| 7    | Sir Speedy Print Signs Marketing, Mission Viejo, CA. Div., Franchise Services (FSI), Mission Viejo, CA | \$89.99  | \$299.97    | 30%                 | Richard Lowe                     | N/A             | Prv       | 303    |
| 8    | Alliance Franchise Brands, Plymouth, MI  | \$80.03  | \$400.15    | 20%                 | Michael Marcantonio              | 3,000           | Prv       | 585    |
| 9    | American Litho, Carol Stream, IL   | \$54.31  | \$108.61    | 50%                 | Michael Fontana,<br>Chris Joyaux | 350             | Prv       | 1      |
| 10   | EarthColor, Parsippany, NJ   | \$53.75  | \$215.00    | 25%                 | Robert Kashan                    | 550             | Prv       | 5      |
| 11   | Specialty Print Communications, Niles, IL  | \$48.81  | \$81.35     | 60%                 | Adam M. LeFebvre                 | 500             | Prv       | 3      |
| 12   | National Graphics, N. Branford, CT   | \$47.12  | \$78.53     | 60%                 | Nicholas M. Napoli               | 341             | Prv       | 3      |
| 13   | EU Services, Rockville, MD   | \$44.19  | \$49.10     | 90%                 | Clif McDougall                   | 340             | Prv       | 2      |
| 14   | IBS Direct, King of Prussia, PA  | \$41.25  | \$55.00     | 75%                 | Ted Sherwin                      | 110             | Prv       | 1      |
| 15   | Spectrum Marketing Companies, Manchester, NH   | \$37.31  | \$53.30     | 70%                 | Brian Mikol,<br>Richard Pease    | 218             | Prv       | 3      |
| 16   | DirectMail.com, Prince Frederick, MD   | \$37.22  | \$37.22     | 100%                | Kirk Swan                        | 241             | Prv       | 3      |
| 17   | Xpressdocs, Fort Worth, TX   | \$34.65  | \$55.00     | 63%                 | Eric Chandler                    | 146             | Prv       | 1      |
| 18   | Mittera Group, Des Moines, IA  | \$31.95  | \$127.80    | 25%                 | Jon Troen                        | 750             | Prv       | 9      |

## Revenue From Direct Mail Segment

(in millions)

## Total Company Revenue (in millions)

## Company Info

| Rank | Company & HQ Location   | DM Sales | Total Sales | DM Sales % of Total | Principal Officer       | Total Employees | Ownership | Plants |
|------|---|----------|-------------|---------------------|-------------------------|-----------------|-----------|--------|
| 19   | Vision Integrated Graphics Group, Chicago   | \$29.00  | \$72.50     | 40%                 | Doug Powell             | 275             | Prv       | 2      |
| 20   | American Spirit, Minneapolis  | \$28.65  | \$71.63     | 40%                 | Darren Carlson          | 329             | Prv       | 4      |
| 21   | Concord Litho Group, Concord, NH  | \$28.20  | \$47.00     | 60%                 | Peter E. Cook           | 175             | Prv       | 1      |
| 22   | FCL Graphics, Harwood Heights, IL   | \$28.00  | \$40.00     | 70%                 | Lou Tazioli             | 200             | Prv       | 1      |
| 23   | CP Direct, Lanham, MD   | \$25.75  | \$25.75     | 100%                | Matt Trotta             | 100             | Prv       | 1      |
| 24   | Advanced Image Direct, Fullerton, CA  | \$25.00  | \$25.00     | 100%                | Ty McMillin             | 150             | Prv       | 1      |
| 25   | Sandy Alexander, Clifton, NJ  | \$24.84  | \$108.00    | 23%                 | Mike Graff              | 301             | Prv       | 4      |
| 26   | PIP Marketing, Signs, Print, Mission Viejo, CA. Div., Franchise Services (FSI), Mission Viejo, CA | \$23.16  | \$77.20     | 30%                 | Richard Lowe            | N/A             | Prv       | 78     |
| 27   | Tidewater Direct, Centreville, MD   | \$23.12  | \$28.90     | 80%                 | Ken Boone               | 180             | Prv       | 3      |
| 28   | DirectConnectGroup, Cleveland   | \$22.88  | \$104.00    | 22%                 | Robert A. Durham        | 525             | Prv       | 8      |
| 29   | Vomela Specialty, St. Paul, MN  | \$22.76  | \$227.60    | 10%                 | Mark Auth               | 1,050           | Prv       | 21     |
| 30   | Johnson & Quin, Niles, IL   | \$21.84  | \$24.00     | 91%                 | David R. Henkel         | 90              | Prv       | 1      |
| 31   | Midstates Inc. Print & Media Solutions, Aberdeen, SD  | \$21.02  | \$35.03     | 60%                 | Roger J. Feickert       | 270             | Prv       | 1      |
| 32   | L & D Mail Masters, New Albany, IN  | \$20.65  | \$29.50     | 70%                 | Diane B. Fischer        | 104             | Prv       | 1      |
| 33   | Design Distributors, Deer Park, NY  | \$20.00  | \$20.00     | 100%                | Adam Avrick             | 85              | Prv       | 3      |
| 34   | L.K. Litho, Middle Island, NY. Div., The Linick Group, Middle Island, NY                          | \$18.69  | \$93.45     | 20%                 | Roger Dextor            | 256             | Prv       | 6      |
| 35   | Suttle-Straus Inc., Waunakee, WI  | \$17.75  | \$35.50     | 50%                 | Ted Straus              | 180             | Prv       | 1      |
| 36   | Phoenix Group, Philadelphia   | \$17.61  | \$117.40    | 15%                 | Barry Green             | 300             | Prv       | 4      |
| 37   | Las Vegas Color Graphics, Las Vegas   | \$17.33  | \$31.50     | 55%                 | Larry Scheffler         | 195             | Prv       | 1      |
| 38   | Colonial Press International, Miami   | \$17.15  | \$49.00     | 35%                 | Jose Gomez, Jorge Gomez | 200             | Prv       | 1      |
| 39   | Henry Wurst, N. Kansas City, MO   | \$16.94  | \$70.60     | 24%                 | Michael S. Wurst        | 321             | Prv       | 2      |
| 40   | St. Joseph Communications, Concord, Ontario   | \$16.08  | \$146.20    | 11%                 | Tony Gagliano           | 1,200           | Prv       | 3      |
| 41   | JohnsByrne Co., Niles, IL   | \$15.68  | \$78.40     | 20%                 | Corey Gustafson         | 237             | Prv       | 2      |
| 42   | The John Roberts Co., Minneapolis   | \$15.30  | \$51.00     | 30%                 | Michael R. Keene        | 240             | Prv       | 1      |
| 43   | Amidon Graphics, St. Paul, MN   | \$15.20  | \$19.00     | 80%                 | Karen J. Amidon         | 82              | Prv       | 1      |
| 44   | KP LLC, San Leandro, CA   | \$15.00  | \$60.00     | 25%                 | Joe Atturio             | 330             | Prv       | 7      |

## Revenue From Direct Mail Segment

(in millions)

## Total Company Revenue (in millions)

## Company Info

| Rank | Company & HQ Location                                  | DM Sales | Total Sales | DM Sales % of Total | Principal Officer     | Total Employees | Ownership | Plants |
|------|--|----------|-------------|---------------------|-----------------------|-----------------|-----------|--------|
| 45   | Universal/Wilde, Saratoga Springs, NY                  | \$14.55  | \$97.00     | 15%                 | Stephen Flood         | 380             | Prv       | 3      |
| 46   | DG3 Diversified Global Graphics Group, Jersey City, NJ | \$14.40  | \$144.00    | 10%                 | Thomas Saggiomo       | 700             | Prv       | 5      |
| 46   | ColorDynamics, Allen, TX                               | \$14.40  | \$28.80     | 50%                 | Matt Coltharp         | 140             | Prv       | 1      |
| 48   | PrintingForLess.com, Livingston, MT                    | \$14.11  | \$28.21     | 50%                 | Andrew S. Field       | 190             | Prv       | 1      |
| 49   | Cathedral Corp., Rome, NY                              | \$13.88  | \$34.70     | 40%                 | Marianne Gaige        | 280             | Prv       | 4      |
| 50   | OneTouchPoint Inc., Hartland, WI                       | \$13.73  | \$137.30    | 10%                 | Chris Illman          | 965             | Prv       | 8      |
| 51   | Kirkwood, Wilmington, MA                               | \$13.60  | \$68.00     | 20%                 | Bob Coppinger         | 245             | Prv       | 2      |
| 52   | Compu-Mail/Dual Print and Mail, Grand Island, NY       | \$13.20  | \$33.00     | 40%                 | Michael Vitch         | 202             | Prv       | 2      |
| 53   | Creel Inc., Las Vegas                                  | \$13.01  | \$130.10    | 10%                 | Allan G. Creel        | 500             | Prv       | 4      |
| 54   | Franklin Press, Baton Rouge, LA                        | \$12.87  | \$14.30     | 90%                 | Ernest C. Seals       | 85              | Prv       | 1      |
| 55   | Fisher Group, Hiawatha, IA                             | \$12.52  | \$18.68     | 67%                 | Martin C. Fisher      | 102             | Prv       | 1      |
| 56   | Zenger Group, Tonawanda, NY                            | \$11.84  | \$19.74     | 60%                 | Stephen R. Zenger     | 117             | Prv       | 3      |
| 57   | Federal Direct, Clifton, NJ                            | \$11.60  | \$23.20     | 50%                 | Angela Stubbs         | 140             | Prv       | 2      |
| 58   | The Quantum Group, Morton Grove, IL                    | \$11.56  | \$38.52     | 30%                 | William L. White      | 165             | Prv       | 1      |
| 59   | Aradius Group, Omaha, NE                               | \$11.55  | \$16.50     | 70%                 | Steven D. Hayes       | 91              | Prv       | 1      |
| 60   | Streamworks, Arden Hills, MN                           | \$11.23  | \$17.27     | 65%                 | Joe Klohn             | 150             | Prv       | 1      |
| 60   | GLS/NEXT Precision Marketing, Brooklyn Park, MN        | \$11.23  | \$56.13     | 20%                 | Gary L. Garner        | 275             | Prv       | 3      |
| 62   | Baesman Group, Hilliard, OH                            | \$11.20  | \$28.00     | 40%                 | Rod Baesman           | 140             | Prv       | 3      |
| 63   | Nieman Printing, Dallas                                | \$11.07  | \$36.90     | 30%                 | Joanie Nieman         | 179             | Prv       | 1      |
| 64   | PrimeNet Direct Marketing Solutions, Largo, FL         | \$10.35  | \$10.35     | 100%                | Mark Keefe            | 102             | Prv       | 2      |
| 65   | The Lowe-Martin Group, Ottawa, Ontario                 | \$10.00  | \$100.00    | 10%                 | Ward Griffin          | 560             | Prv       | 3      |
| 66   | Thomas Printworks, Richardson, TX                      | \$9.62   | \$64.10     | 15%                 | Bryan Thomas          | 627             | Prv       | 28     |
| 67   | Heeter, Canonsburg, PA                                 | \$9.60   | \$24.00     | 40%                 | Scott Heeter          | 85              | Prv       | 2      |
| 68   | Publication Printers, Denver                           | \$9.23   | \$92.30     | 10%                 | Gary Rosenberg        | 405             | Prv       | 1      |
| 69   | MAR Graphics, Valmeyer, IL                             | \$9.08   | \$16.50     | 55%                 | Richard Roever        | 86              | Prv       | 1      |
| 70   | ANRO Inc., West Chester, PA                            | \$8.53   | \$34.10     | 25%                 | James A. Spinelli Jr. | 140             | Prv       | 1      |
| 71   | HM Graphics, Milwaukee                                 | \$8.40   | \$24.00     | 35%                 | James Sandstrom       | 135             | Prv       | 1      |
| 71   | Valtim, Forest, VA                                     | \$8.40   | \$14.00     | 60%                 | Tim Hamilton          | 150             | Prv       | 1      |

## Revenue From Direct Mail Segment

(in millions)

## Total Company Revenue (in millions)

## Company Info

| Rank | Company & HQ Location  | DM Sales | Total Sales | DM Sales % of Total | Principal Officer | Total Employees | Ownership | Plants |
|------|--|----------|-------------|---------------------|-------------------|-----------------|-----------|--------|
| 73   | Westamerica Communications, Lake Forest, CA                            | \$8.32   | \$20.80     | 40%                 | Doug Grant        | 100             | Prv       | 1      |
| 74   | DS Graphics, Lowell, MA  | \$8.27   | \$41.33     | 20%                 | Jeffrey Pallis    | 205             | Prv       | 1      |
| 75   | Heritage Integrated, El Reno, OK. Sub., Delson Properties, El Reno, OK | \$8.19   | \$12.80     | 64%                 | David Delana      | 85              | Prv       | 1      |
| 76   | Wallace Graphics, Stone Mountain, GA                                   | \$8.10   | \$13.50     | 60%                 | John Wallace      | 75              | Prv       | 1      |
| 77   | The Marek Group, Waukesha, WI  | \$8.05   | \$23.00     | 35%                 | Fuzzy S. Marek    | 130             | Prv       | 2      |
| 78   | Master Graphics, Rochelle, IL  | \$7.78   | \$31.10     | 25%                 | Kenneth Love      | 96              | Prv       | 2      |
| 79   | Connecticut Color, Meriden, CT   | \$7.55   | \$15.09     | 50%                 | Richard Pulie     | 73              | Prv       | 1      |
| 80   | Premier Press, Portland, OR  | \$7.50   | \$25.00     | 30%                 | Juli Cordill      | 145             | Prv       | 1      |
| 80   | Stolze, Bridgeton, MO  | \$7.50   | \$15.00     | 50%                 | Phillip D. Stolze | 63              | Prv       | 1      |
| 82   | Bolger Vision Beyond Print, Minneapolis                                | \$7.28   | \$36.40     | 20%                 | dik Bolger        | 200             | Prv       | 2      |
| 83   | Digital Dog Direct, Ewing, NJ  | \$7.20   | \$9.60      | 75%                 | Ken Maisel        | 43              | Prv       | 1      |
| 83   | Mosaic, Cheverly, MD   | \$7.20   | \$28.80     | 25%                 | Brendan Connors   | 138             | Prv       | 3      |
| 85   | Primary Color, Costa Mesa, CA  | \$7.14   | \$71.40     | 10%                 | Dan Hirt          | 375             | Prv       | 4      |
| 86   | ABS Graphics, Itasca, IL   | \$7.00   | \$35.00     | 20%                 | Russ Babka        | 150             | Prv       | 1      |
| 87   | Bradley Graphic Solutions, Bensalem, PA                                | \$6.90   | \$10.30     | 67%                 | Robert J. Bradley | 41              | Prv       | 1      |
| 88   | New Jersey Business Forms/InfoSeal, Englewood, NJ                      | \$6.85   | \$38.05     | 18%                 | David Harnett     | 142             | Prv       | 2      |
| 89   | doodad, Austell, GA  | \$6.80   | \$34.00     | 20%                 | Keith Bartlett    | 112             | Prv       | 2      |
| 89   | Candid Litho Worldwide, Long Island City, NY                           | \$6.80   | \$34.00     | 20%                 | Howard Weinstein  | 200             | Prv       | 2      |
| 91   | Liberty Creative Solutions, Tinley Park, IL                            | \$6.73   | \$11.22     | 60%                 | Angela Hipelius   | 54              | Prv       | 1      |
| 92   | Cardinal Color Group, Itasca, IL                                       | \$6.72   | \$12.22     | 55%                 | Patrick LeBeau    | 49              | Prv       | 1      |
| 93   | Salem One, Winston-Salem, NC   | \$6.49   | \$25.97     | 25%                 | Phil Kelley Jr.   | 127             | Prv       | 2      |
| 94   | Marina Graphic Center, Hawthorne, CA                                   | \$6.44   | \$14.30     | 45%                 | Peggy Chernoff    | 136             | Prv       | 1      |
| 95   | Shapco Printing, Minneapolis   | \$6.40   | \$32.00     | 20%                 | Joel Shapiro      | 120             | Prv       | 1      |
| 96   | Continental Web Press, Itasca, IL                                      | \$6.17   | \$41.10     | 15%                 | Diane K. Field    | 250             | Prv       | 1      |
| 97   | Lithographix Inc., Hawthorne, CA                                       | \$6.00   | \$120.00    | 5%                  | Herb Zebrack      | 250             | Prv       | 1      |
| 97   | Star Web Printing, Ekobicoke, Ontario                                  | \$6.00   | \$30.00     | 20%                 | Gulam Jaffer      | 150             | Prv       | 1      |
| 99   | Daily Printing, Plymouth, MN   | \$5.85   | \$19.50     | 30%                 | Thomas J. Moe     | 75              | Emp       | 1      |



## Revenue From Direct Mail Segment

(in millions)

## Total Company Revenue (in millions)

## Company Info

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|------|--|----------|-------------|---------------------|--|-----------------|-----------|--------|
| 100  | Knepper Press, Clinton, PA   | \$5.72   | \$38.10     | 15%                 | William J. Knepper                               | 200             | Prv       | 1      |
| 101  | Vision Graphics, Denver  | \$5.60   | \$18.66     | 30%                 | Mark Steputis                                    | 87              | Prv       | 1      |
| 101  | Metropolitan Fine Printers, Vancouver, British Columbia                          | \$5.60   | \$28.00     | 20%                 | Nikos Kallas                                     | 120             | Prv       | 2      |
| 103  | Communicorp Inc., Columbus, GA   | \$5.41   | \$41.60     | 13%                 | Eric Seldon                                      | 199             | Prv       | 1      |
| 104  | Visions Inc., Brooklyn Park, MN  | \$5.40   | \$18.00     | 30%                 | Jon Otto   | 86              | Prv       | 1      |
| 105  | Intelligencer Printing, Lancaster, PA. Div., Steinman Enterprises, Lancaster, PA | \$5.32   | \$26.60     | 20%                 | Dean Baker                                       | 120             | Prv       | 1      |
| 106  | Linemark Printing, Upper Marlboro, MD  | \$5.30   | \$21.20     | 25%                 | Steve Bearden                                    | 100             | Prv       | 1      |
| 107  | Angstrom Graphics, Cleveland   | \$5.25   | \$35.00     | 15%                 | Wayne Angstrom                                   | 201             | Prv       | 2      |
| 108  | Western States Envelope & Label, Butler, WI                                      | \$5.20   | \$104.00    | 5%                  | Mark Lemberger                                   | 640             | Prv       | 5      |
| 109  | Envision3, Bloomingdale, IL  | \$5.10   | \$15.00     | 34%                 | Kevin Franz                                      | 85              | Prv       | 1      |
| 110  | Texoma Print Services, Durant, OK. Sub., Choctaw Nation of Oklahoma, Durant, OK  | \$4.85   | \$9.70      | 50%                 | Russell Marcum                                   | 19              | Prv       | 1      |
| 111  | Drummond Press, Jacksonville, FL   | \$4.83   | \$24.15     | 20%                 | John Falconetti                                  | 105             | Prv       | 2      |
| 112  | Barton & Cooney, Burlington, NJ  | \$4.76   | \$11.90     | 40%                 | Patrick M. Doyle                                 | 51              | Prv       | 1      |
| 113  | APS Marketing Group, Brooklyn, NY  | \$4.50   | \$30.00     | 15%                 | Isaac Braun                                      | 60              | Prv       | 1      |
| 113  | Gigantic Color, Dallas   | \$4.50   | \$30.00     | 15%                 | Ken Holsclaw                                     | 195             | Prv       | 2      |
| 115  | Slate Group, Lubbock, TX   | \$4.50   | \$22.50     | 20%                 | Marc Hayes                                       | 130             | Prv       | 2      |
| 116  | The Dot Corp., Irvine, CA  | \$4.47   | \$29.80     | 15%                 | Bruce M. Carson                                  | 182             | Prv       | 3      |
| 117  | Freeport Press, Freeport, OH   | \$4.40   | \$44.00     | 10%                 | David G. Pilcher                                 | 165             | Prv       | 2      |
| 117  | TI Group, Toronto  | \$4.40   | \$44.00     | 10%                 | Peter Spring                                     | 200             | Prv       | 1      |
| 119  | The YGS Group, York, PA  | \$4.04   | \$40.42     | 10%                 | Jim Kell   | 206             | Prv       | 3      |
| 120  | Abbott Communications Group, Maitland, FL  | \$4.02   | \$10.05     | 40%                 | Arthur Abbott                                    | 62              | Prv       | 1      |
| 121  | HBP Inc., Hagerstown, MD   | \$4.01   | \$26.75     | 15%                 | John Snyder                                      | 150             | Prv       | 2      |
| 122  | Garlich Printing, St. Louis  | \$3.80   | \$19.00     | 20%                 | Brad Garlich,<br>Greg Garlich,<br>Don Hockenbury | 90              | Prv       | 1      |
| 123  | Holland Litho Printing Service, Zeeland, MI                                      | \$3.78   | \$12.60     | 30%                 | Rick Baarman                                     | 80              | Prv       | 1      |
| 124  | Geographics Inc., Atlanta  | \$3.75   | \$37.50     | 10%                 | Norvin C. Hagan                                  | 160             | Prv       | 1      |

## Revenue From Direct Mail Segment

(in millions)

## Total Company Revenue (in millions)

## Company Info

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|------|---|----------|-------------|---------------------|---------------------------------------|-----------------|-----------|--------|
| 124  | Prodigital Printing, Edison, NJ   | \$3.75   | \$7.50      | 50%                 | Larry Solomon                         | 33              | N/A       | 1      |
| 126  | METZGERS, Toledo, OH  | \$3.70   | \$18.49     | 20%                 | Tom Metzger                           | 105             | Prv       | 1      |
| 127  | Dome Print and Marketing Solutions, Sacramento, CA                                | \$3.67   | \$36.70     | 10%                 | Tim Poole                             | 250             | Prv       | 3      |
| 128  | Aspen Press and Packaging, Sandy, UT  | \$3.58   | \$17.90     | 20%                 | Scott Robbins                         | 120             | Prv       | 2      |
| 129  | HardingPoorman, Indianapolis  | \$3.56   | \$23.70     | 15%                 | David Harding                         | 135             | Prv       | 1      |
| 130  | Hopkins Printing, Columbus, OH  | \$3.52   | \$17.60     | 20%                 | Jim Hopkins                           | 100             | Emp       | 1      |
| 131  | Brodnax/Varidoc, Dallas   | \$3.50   | \$14.00     | 25%                 | Mike Campbell                         | 40              | Prv       | 1      |
| 132  | Integrity Graphics, Windsor, CT   | \$3.48   | \$17.40     | 20%                 | Joseph E. La Valla                    | 105             | Prv       | 2      |
| 133  | Hudson Printing, Salt Lake City   | \$3.47   | \$34.70     | 10%                 | Paul Hudson                           | 165             | Prv       | 1      |
| 134  | Meridian Graphics, Tustin, CA   | \$3.39   | \$16.95     | 20%                 | David Melin                           | 95              | Prv       | 1      |
| 135  | Canfield & Tack, Rochester, NY  | \$3.31   | \$18.39     | 18%                 | Ray Brown                             | 90              | Emp       | 2      |
| 136  | Mele Printing, Covington, LA  | \$3.30   | \$16.50     | 20%                 | Mallery Mele                          | 105             | Prv       | 1      |
| 137  | Cohber Press, Rochester, NY   | \$3.29   | \$13.70     | 24%                 | Eric C. Webber                        | 78              | Prv       | 1      |
| 138  | ProGraphics Communications, Atlanta   | \$3.25   | \$17.10     | 19%                 | John R. Pope                          | 110             | Prv       | 2      |
| 138  | Ironmark, Annapolis Junction, MD  | \$3.25   | \$32.50     | 10%                 | Jeff Ostenso                          | 170             | Prv       | 2      |
| 140  | Rex Three, Sunrise, FL  | \$3.18   | \$26.50     | 12%                 | Stephen H. Miller                     | 165             | Prv       | 1      |
| 141  | Cedar Graphics, Hiawatha, IA  | \$3.16   | \$15.80     | 20%                 | Hassan Igram                          | 100             | Prv       | 1      |
| 141  | The Harty Press, New Haven, CT  | \$3.16   | \$7.91      | 40%                 | George R. Platt                       | 47              | Prv       | 1      |
| 143  | Brilliant Graphics, Exton, PA   | \$3.15   | \$15.75     | 20%                 | Bob Tursack                           | 70              | Prv       | 1      |
| 144  | Interprint Web Printing, Clearwater, FL. Sub., Morten Enterprises, Clearwater, FL | \$3.15   | \$12.60     | 25%                 | Scott J. Morten                       | 105             | Prv       | 3      |
| 145  | DUKE, Eastlake, OH  | \$3.02   | \$7.55      | 40%                 | Blake A. Leduc                        | 50              | Prv       | 2      |
| 145  | Bayard Printing Group, Williamsport, PA   | \$3.02   | \$14.40     | 21%                 | Mark P. Lundberg                      | 95              | Prv       | 3      |
| 147  | Modern Litho, Jefferson City, MO  | \$2.97   | \$29.70     | 10%                 | D. Moore, D. Porter, G. Meeker        | 190             | Prv       | 4      |
| 148  | Think Patented, Miamisburg, OH  | \$2.93   | \$19.50     | 15%                 | Kenneth O. McNerney, Niels M. Winther | 130             | Prv       | 1      |
| 149  | C.J. Graphics (a member of C.J. Group of Companies), Toronto                      | \$2.90   | \$29.00     | 10%                 | Jay Mandarino                         | 200             | Prv       | 3      |

## Revenue From Direct Mail Segment

(in millions)

## Total Company Revenue (in millions)

## Company Info

| Rank | Company & HQ Location                         | DM Sales | Total Sales | DM Sales % of Total | Principal Officer | Total Employees | Ownership | Plants |
|------|---|----------|-------------|---------------------|-------------------|-----------------|-----------|--------|
| 149  | Toof - American Digital Printing, Memphis, TN | \$2.90   | \$14.50     | 20%                 | Stillman McFadden | 102             | Prv       | 2      |
| 151  | UMC Print, Overland Park, KS                  | \$2.85   | \$14.24     | 20%                 | Shawn Boyd        | 80              | Prv       | 1      |
| 151  | Graphic Village LLC, Cincinnati               | \$2.85   | \$9.50      | 30%                 | Larry Kuhlman     | 65              | Prv       | 1      |
| 153  | J&M Printing (ND), Gwinner, ND                | \$2.76   | \$9.20      | 30%                 | Harrison McCleem  | 50              | Pub       | 1      |
| 154  | HighRoad Press, Moonachie, NJ                 | \$2.74   | \$13.70     | 20%                 | Hallie Satz       | 48              | Prv       | 1      |
| 155  | Tepel Brothers Printing, Troy, MI             | \$2.65   | \$26.50     | 10%                 | James Tepel       | 88              | Prv       | 2      |
| 155  | AMP Printing, Dublin, CA                      | \$2.65   | \$26.53     | 10%                 | Kathy Main        | 120             | Prv       | 1      |
| 157  | Custom Printing, Oxnard, CA                   | \$2.63   | \$7.50      | 35%                 | Charles A. Utts   | 40              | Prv       | 2      |
| 158  | ATL (Ad Tape & Label), Menomonee Falls, WI    | \$2.50   | \$10.00     | 25%                 | Donald Dohert     | 48              | Prv       | 1      |
| 159  | Professional Printers, W. Columbia, SC        | \$2.49   | \$16.60     | 15%                 | Jimmy Kohn        | 95              | Prv       | 2      |
| 160  | The Whitley Group, Austin, TX                 | \$2.46   | \$9.84      | 25%                 | Kevin Cassis      | 59              | Prv       | 1      |
| 161  | Best Press, Addison, TX                       | \$2.42   | \$16.10     | 15%                 | Wendy Kalisher    | 100             | Prv       | 1      |
| 162  | ArborOakland Group, Royal Oak, MI             | \$2.40   | \$9.60      | 25%                 | Don Kirkland      | 57              | Prv       | 1      |
| 163  | Maggio Data Forms, Hauppauge, NY              | \$2.35   | \$23.50     | 10%                 | Robert Maggio     | 113             | Prv       | 2      |
| 164  | Acme Press d/b/a Calitho, Concord, CA         | \$2.29   | \$19.10     | 12%                 | Mardjan Taheri    | 97              | Prv       | 1      |
| 165  | Multi-Craft, Newport, KY                      | \$2.25   | \$9.00      | 25%                 | Deborah Simpson   | 45              | Prv       | 1      |
| 166  | Elk Grove Graphics, Elk Grove Village, IL     | \$2.24   | \$11.20     | 20%                 | Michael Stanley   | 45              | Prv       | 1      |
| 167  | FolgerGraphics Inc., Hayward, CA              | \$2.18   | \$7.25      | 30%                 | Dick Folger       | 45              | Prv       | 1      |
| 168  | Incepture Print Solutions, Jacksonville, FL   | \$2.16   | \$21.60     | 10%                 | Ted Hagan         | 68              | Prv       | 1      |
| 169  | Color Ink, Sussex, WI                         | \$2.10   | \$21.00     | 10%                 | Todd Meissner     | 95              | Prv       | 1      |
| 170  | Data Papers, Muncy, PA                        | \$2.09   | \$13.91     | 15%                 | Jerry Wertz       | 64              | Prv       | 1      |
| 171  | Fineline Printing Group, Indianapolis         | \$2.03   | \$13.50     | 15%                 | Richard Miller    | 60              | Prv       | 1      |
| 171  | The Printing Source, St. Louis                | \$2.03   | \$13.50     | 15%                 | Tim Lyons         | 41              | Prv       | 1      |
| 173  | Edwards, Des Moines, IA                       | \$2.00   | \$9.98      | 20%                 | James Edwards III | 52              | Prv       | 1      |
| 173  | DMM Inc., Scarborough, ME                     | \$2.00   | \$20.00     | 10%                 | John V. Cloutier  | 142             | Prv       | 2      |
| 175  | Bartash Printing, Philadelphia                | \$1.99   | \$39.75     | 5%                  | Helene Rubin      | 250             | Prv       | 1      |
| 176  | Indexx Inc., Greenville, SC                   | \$1.88   | \$12.50     | 15%                 | Jordan Finn       | 70              | Prv       | 1      |
| 177  | Lithocraft Co., Anaheim, CA                   | \$1.81   | \$13.90     | 13%                 | Bradley Thurman   | 65              | Prv       | 1      |

## Revenue From Direct Mail Segment

(in millions)

## Total Company Revenue (in millions)

## Company Info

| Rank | Company & HQ Location   | DM Sales | Total Sales | DM Sales % of Total | Principal Officer   | Total Employees | Ownership | Plants |
|------|---|----------|-------------|---------------------|---------------------|-----------------|-----------|--------|
| 178  | Premier Printing and Mailing, Stratford, CT   | \$1.79   | \$11.90     | 15%                 | Tim Cicchese        | 57              | Prv       | 1      |
| 179  | Hatteras, Tinton Falls, NJ  | \$1.73   | \$43.20     | 4%                  | Charlie Duerr       | 250             | Prv       | 1      |
| 180  | Burton & Mayer, Menomonee Falls, WI   | \$1.72   | \$17.17     | 10%                 | James Burton        | 86              | Prv       | 1      |
| 180  | Wright Business Graphics, Portland, OR  | \$1.72   | \$57.40     | 3%                  | Jim Wright          | 315             | Prv       | 5      |
| 182  | Team Concept Printing & Thermography, Carol Stream, IL                                  | \$1.71   | \$14.24     | 12%                 | Anthony Rouse       | 52              | Prv       | 1      |
| 183  | Jones Co., Chattanooga, TN  | \$1.70   | \$8.50      | 20%                 | R. Dale Ford        | 40              | Prv       | 2      |
| 184  | L+L Printers, Carlsbad, CA  | \$1.62   | \$14.70     | 11%                 | Bill Anderson       | 113             | Prv       | 2      |
| 185  | Adplex, Houston   | \$1.61   | \$53.58     | 3%                  | Edward Raine        | 210             | Prv       | 2      |
| 186  | Imperial Communications, New Berlin, WI   | \$1.58   | \$15.80     | 10%                 | Jason Stormowski    | 65              | Prv       | 1      |
| 187  | Consolidated Press, Seattle Div., Washington Web, Seattle                               | \$1.53   | \$15.31     | 10%                 | Gary R. Stone       | 65              | Prv       | 2      |
| 188  | Econoprint, Verona, WI  | \$1.51   | \$10.04     | 15%                 | David Roloff        | 65              | Prv       | 1      |
| 189  | Hagadone Printing, Honolulu. Div., The Hagadone Corp., Coeur D'Alene, ID                | \$1.39   | \$17.34     | 8%                  | Clint Schroeder     | 110             | Prv       | 1      |
| 190  | Documation, Eau Claire, WI  | \$1.38   | \$13.80     | 10%                 | Martin Aalsma       | 110             | Prv       | 1      |
| 191  | Forum Communications Printing, Detroit Lakes, MN. Div., Forum Communications, Fargo, ND | \$1.29   | \$42.94     | 3%                  | Dennis Hall         | 323             | Prv       | 4      |
| 192  | The Regal Press, Norwood, MA  | \$1.25   | \$25.00     | 5%                  | Bill Duffey         | 140             | Prv       | 3      |
| 193  | McCormick-Armstrong Co., Wichita, KS  | \$1.22   | \$12.17     | 10%                 | Jacob W. Shaffer    | 66              | Prv       | 2      |
| 194  | O'Neil Printing, Phoenix  | \$1.20   | \$15.00     | 8%                  | Anthony Narducci    | 95              | Emp       | 2      |
| 194  | Watkins Lithographic, North Kansas City, MO   | \$1.20   | \$12.00     | 10%                 | Eddy Watkins        | 65              | Prv       | 1      |
| 196  | Print NW, Tacoma, WA  | \$1.19   | \$19.75     | 6%                  | Jeffery Beardemphl  | 170             | Prv       | 2      |
| 196  | California Offset Printers, Glendale, CA  | \$1.19   | \$17.00     | 7%                  | William R. Rittwage | 65              | Prv       | 1      |
| 198  | Roberts Printing, Clearwater, FL  | \$1.13   | \$7.55      | 15%                 | Robert Todd Davis   | 44              | Prv       | 1      |
| 199  | Impress Communications, Chatsworth, CA  | \$1.12   | \$22.40     | 5%                  | Paul Marino         | 90              | Prv       | 1      |
| 200  | Wallace Carlson Printing, Minnetonka, MN  | \$1.08   | \$10.81     | 10%                 | Ann K. Turbeville   | 53              | Prv       | 1      |

# About Bell and Howell

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\* Source: *United States Postal Service 2015 Annual Report to Congress*