

## Middle Market Executive Features Ripon Printers

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FOR IMMEDIATE RELEASE:

Middle Market Executive, a social site dedicated to growing smaller businesses, recently interviewed Ripon Printers' CEO Andy Lyke in a feature article, "When It Came Time for Ripon Printers to Expand, There Was No Place Like Home." The article focuses on how Ripon Printers responded to the printing industry's challenges by acquiring certain assets of Sells Printing Company to bolster its regional presence, increasing efficiencies through lean manufacturing practices and leveraging the company's dedicated, talented staff.

"Last year, we had two people out of 300 leave the firm—and it may sound rather trite, but our story is really our people," Lyke says in the article. He further points out that his company developed a national footprint over the years, but never had its location play strongly to the company's advantage like it can now. He expects the Sells sales relationships and assets to help grow revenue by 40 percent.

The feature also highlights Ripon's metamorphosis from being primarily a coldset web printer to being a true multichannel solutions provider. Beginning 10 years ago, the company invested significantly in heatset web equipment, and has since augmented that financial commitment with the acquisition of variable data digital presses, 10-color sheetfed printing equipment and a variety of electronic solutions such as digital editions and email campaign systems.

Read the full article, "[When It Came Time for Ripon Printers to Expand, There Was No Place Like Home.](#)"

### **About Middle Market Executive**

Middle Market Executive is the first social platform dedicated to growing businesses (\$20 million to \$250 million) in the bottom quarter of the middle market. The founders believe businesses in the bottom quarter share distinct characteristics, priorities and challenges, and it is their editorial mission to help middle market executives perform more effectively as they advance a new narrative for the middle market – one that exposes their contribution to the economic growth of communities across the country.

### **About Ripon Printers**

Ripon Printers serves small to mid-sized catalog marketers and publishers, producing catalogs and directories as well as manuals and soft-cover educational products. Founded in 1962 with just 13 employees, Ripon Printers is now more than 340 employees strong and equipped with the latest

technologies from premedia through fulfillment and distribution. Linking the company's capabilities together is an obsessive devotion to customer delight that places client satisfaction above any other business goals.

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