

## **Ripon Printers and Geiger® Sign Five-year Print and Fulfillment Contract for Iconic *Farmers' Almanac*™**

April 2018

Ripon, Wisconsin

FOR IMMEDIATE RELEASE:

Ripon Printers and Geiger® recently signed a contract to extend their relationship for another five years. The agreement includes printing and distribution services for Geiger's iconic *Farmers' Almanac*™. This annual North American periodical has been in continuous publication since 1818. The Almanac is known for its long-range weather predictions and astronomical data, as well as a mix of humor, trivia, and advice on topics ranging from gardening and cooking to fishing and human interest.

Geiger markets the *Farmers' Almanac* to the retail market and as a promotional item for businesses and non-profit organizations. The 2019 editions are 5 1/4" x 8" in dimension. The retail version contains more than 200 pages and is perfect bound. It features a four-color cover and 32 additional color pages printed on gloss stock. The remainder of the pages are black only printed on uncoated paper. This mixture of color and paper requirements fits perfectly with Ripon's blend of heatset, coldset, and sheetfed printing technology.

The promotional version of the Almanac is 64 pages and saddle stitched with a full-color cover and black-only interior. There are generous imprint areas on the front and back covers, which organizations can use for custom, full-color branding. Uses of the Almanac include thank-you and holiday gifts, trade-show giveaways, and many other promotional applications.

Ripon Printers and Geiger have a long-term association spanning 20 years. The new contract runs through 2022 and includes premedia services, offset printing, custom color inkjet imaging, and order fulfillment. "We're proud to be part of the successful continuation of such an historic publication," says Andy Lyke, Ripon's president and CEO. "The close collaboration between our two skilled teams enables consistent, high-quality production and fulfillment."

In choosing Ripon, Managing Editor Sandi Duncan says, "When we first looked for printers, they really reminded us of our company — family-oriented, very friendly. There was an overall feeling that they cared about their customers."

### **About Geiger Company**

Geiger (Lewiston, ME) is one of the largest family-owned and most respected companies in the promotional products industry and the largest privately held promotional products distributor in the world. The company's history spans five generations and three centuries. It was founded in 1878 by brothers Andrew and Jacob Geiger, who took over their father's print shop in Newark, NJ. The company acquired the famous *Farmers' Almanac* in the 1930's. Brothers Peter and Gene currently manage the company, which has experienced unprecedented growth and success under their leadership.

### **About Ripon Printers**

Ripon Printers (Ripon, WI) specializes in the production and distribution of catalogs, publications, manuals, soft-cover educational products, and digital communications. The company's hallmarks are flexible scheduling that meets today's fast-paced marketing environment, exceptional customer training programs that improve clients' productivity, and equipment diversity for handling a wide range of needs. The result is a customer experience that is friendly, efficient, and hassle free.

FOR MORE INFORMATION, CONTACT:

Carol Cluppert

Marketing Director

920-748-3136

800-321-3136

[carolc@riponprinters.com](mailto:carolc@riponprinters.com)

[www.riponprinters.com](http://www.riponprinters.com)