



Print Direction

FOR IMMEDIATE RELEASE

Atlanta-based Print Direction, Inc. Set to Dominate the Market in 2016

ATLANTA (February 15, 2016) –Armed with advanced marketing capabilities, an outstanding client base, new team members, and innovative equipment and technology investments, [Print Direction, Inc.](#) expands their global offerings to become the industry leader of visual impact marketing.

“Increasing our technology platforms and competencies are just a few of the upgrades that will be offered to our clients. Providing client web portals for easy asset management and quick order access will also expedite our customer growth expected this next year,” commented Richard Whirley, VP of Business Optimization.

With the addition of these essential online marketing tools, Print Direction clients will experience an accelerated turnaround time with the ease of navigation of the online order and management systems. Acquiring a Vutek HS100 digital press along with another Canon digital press will position Print Direction to take full control of the retail, restaurant, and hospitality marketplace.

To further strengthen their client-focused strategies, Print Direction brought Andrew Mangan on board to manage operational efficiencies and lead the Lean Six Sigma practices. Print Direction also pulled in additional IT talent with the hiring of Chris Brock as Chief Information Officer. Brock will oversee the plethora of new initiatives to streamline job request work flow, as well as internal items to support operations and production procedures.

“The expansion of our operations to offer additional services, as well as our investment in two wide format digital presses and IT, will only continue to aid in increasing our visual marketing capabilities for our clients,” said founder and CEO Bill Stanton.

Adopting the “Nimble” theme more fiercely, Print Direction’s cutting-edge technology, experienced team, coupled with high profile marketing tools, set the standard to accommodate the high volume and quick turnaround their clients’ require. To learn more about how Print Direction can elevate your brand, visit www.printdirection.com or email info@printdirection.com.

About Print Direction, Inc.

More than just lithography, screen print, and digital printing, PDI is a full service visual marketing solutions provider. With additional services for inventory management, consultative services, and client technology amenities, PDI offers clients the stability, trust, and reliance they need to move forward. Specializing in visual impact marketing, our experience outshines our competitors with more than 30 years of success in bringing marketing concepts to reality.

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news release