

**ADDRESS**

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**FSC CERTIFICATION**

SW-COC-002607

**OWNERS**

Angelo & Rose Rossi  
• Founded ANRO in 1953  
• Incorporated in 1961

**MANAGEMENT**

Jim Spinelli, COO  
• 34 years of industry  
experience and with ANRO

David Spinelli, CFO  
• 28 years of industry  
experience, 21 with ANRO

**CAPABILITIES**

Commercial Printing  
• Sheetfed Offset  
• Digital & Variable Data  
• Envelopes  
• Dimensional & Package  
• Wide-Format

Direct Mail

Digital Communications  
• Digital Asset Management  
• Online Print Management  
Programs  
• Multichannel Marketing  
(PURLs)

Fulfillment & Inventory

Prepress

Bindery & Finishing

See reverse side for details  
on ANRO's capabilities.

**BUSINESS SUMMARY**

ANRO Inc. is a full-service communications partner specializing in commercial printing, direct mail and digital communication services. As a valued partner, we provide our clients with technologies and tools that improve the efficiency and effectiveness of their communications campaigns, and increase the value they provide to their own customers.

**HISTORY**

ANRO Inc. began in 1953 in Devon, Pennsylvania as a secretarial and duplicating service founded by current owners Angelo and Rose Rossi. They chose to name their fledgling company ANRO, using the first two letters of both their names. As word of mouth spread, the business rapidly grew and changed. Requests for increasingly sophisticated printing capabilities led to the continuous addition of new equipment, services, people and facilities. In 2009, ANRO moved to our current West Chester, Pennsylvania location, which is recognized as one of the premier printing facilities in the Mid-Atlantic region.

Throughout the decades and today, ANRO attributes our success to an ongoing commitment to meeting and exceeding the changing needs of our clients.

**UNIQUE VALUE PROPOSITION**

ANRO is unique because of the significant investments we have made in technology and the expertise we possess to help clients leverage those tools for success. ANRO is a financially strong partner with a proven legacy of quality and a shared vision for the success of our clients. ANRO provides value to our clients by delivering the technology, services and solutions they need in order to provide value to their own customers.

**CUSTOMERS**

ANRO's target market is Fortune 1,000 corporations and non-profit organizations based in the Mid-Atlantic region, but we service clients throughout the nation. Key clients include organizations in the following industries: banking and other financial institutions, pharmaceutical and healthcare, telecommunications, manufacturing, non-profit organizations, professional services, and education.

**CERTIFICATIONS & MEMBERSHIPS**

- FSC Chain-of-Custody Certification #SW-COC-002607
- US Small Business Administration: Qualified as a Small Business Concern
- Member: NAPL, NAM, Graphic Arts Association, Printing Industries of America, Adobe Authorized Service Provider Network, QuarkAlliance, XMPie Users Group, Dscope

## OFFSET PRINTING

- Industry-best color reproduction and consistency
- Full range of presses, up to 40" 9-color Heidelberg
- Inline coating and perfecting (both sides in a single pass)
- Mac and PC graphic files and database expertise
- PDF workflow and computer-to-plate efficiencies
- Kodak INSITE Prepress Portal and Creative Workflow Systems
- Stochastic and conventional line screens
- Onsite finishing, bindery, and distribution services

## DIGITAL PRINTING

- Variable data printing (VDP) for dynamic 1-to-1 content
- Color printing with premier 6-color HP Indigo presses
- Process builds, corporate spot and PMS ink matches
- Exclusive matte coating for subtle tone-on-tone designs
- B&W documents and personalization with Xerox Nuvera
- Plastic cards, transparencies, and range of substrates
- Personalized dimensional pieces
- Lenticular: 3-D, flip, and motion graphics
- MICR printing (magnetic barcodes)

## GRAND FORMAT PRINTING

- High-quality printing up to 10.5 feet wide (rigid material) and 87" wide (flexible material)
- Scanning capabilities up to 36" wide and 1/2" thick
- Vinyls, papers, fabrics and a variety of other substrates
- Color expertise for seamless integration with other materials
- In-house cutting, laminating and finishing

## PACKAGE / DIMENSIONAL PIECES

- Product packaging and 3-D designs
- Custom computer-aided design (CAD) and template library
- Dimensional pieces printed on offset and digital presses
- Premium grade board stocks, including white board (SBS)
- Physical and electronic prototypes and production

## DIGITAL COMMUNICATIONS

- Coordinated multichannel marketing campaigns
- Personalized web pages (PURLs)
- Triggered email communications
- Text messaging to cell phones and PDAs
- ASP, custom programmed, and hybrid solutions
- Sophisticated online tracking and reporting
- Database and digital asset management

## ONLINE PRINT MANAGEMENT PROGRAMS

- Custom web portals developed and hosted
- Manage literature, materials & campaigns online
- Highly flexible protocols and functions tailored to your needs
- Web-to-print and print-on-demand (POD) programs supported
- Enable and track distributor, co-op, and end-user purchases
- Maintain corporate image libraries and digital assets
- Secure 24 / 7 / 365 remote access

## MAIL / FULFILLMENT

- On-site mail and fulfillment facility
- US Postal Service office onsite, plant-load privileges
- Consultative assistance with design and postal regulations
- List and database management, address correction services
- Lettershop; addressing, inserting, collating, and mailing
- Custom inventory and fulfillment programs