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For Immediate Release

CONCORD LITHO AND CONCORD DIRECT UNITE BEHIND ONE BRAND

Concord, N.H. – Approaching its 60th anniversary, Concord Litho announced on Monday that it will change its name to Concord Direct, uniting its Concord Litho and Concord Direct divisions under a single identity and reflecting its transformation from a printer into a company focused on delivering integrated solutions to the direct response market.

“This change to our name was a decade in the making,” said Tom Cook, President. “From adding in-house lettershop capabilities to our development of consulting, creative, digital, and strategic services, the company has focused on how we can provide full-service solutions to our direct response clients beyond print.”

The name Concord Direct was originally launched as a sub-brand and division of Concord Litho in 2013 focused on nonprofits engaged in direct response fundraising. Responding to the needs of this market, the division added results-driven consulting services, creative strategy and design, on-line (digital) capabilities and lead generation, and full campaign execution from an experienced team of account managers and directors. As Concord Direct expanded its capabilities, it also expanded its client roster, attracting more commercial clients as well.

“Our clients value that we have print, data-processing, and mailing in house where we can assure their quality and deadlines. And an increasing number of our clients seek our ability to integrate different channels together with direct mail to execute successful campaigns,” said Peter Cook, CEO. “Concord Direct reflects who we have become and where we will continue to focus.”

About Concord Direct

Concord Direct is an innovative, performance-driven direct response marketing company. Non-profit organizations and commercial clients have partnered with Concord Direct to maximize the performance of their direct marketing programs and generate hundreds of millions of dollars in donations and revenue. Through their dynamic and flexible approach to direct marketing, they bring a compelling way of working to drive improved results. Bringing solutions focused both online and offline, Concord Direct’s manufacturing facilities are located at its headquarters in Concord, NH, and has an office in Baltimore, MD. Concord Direct has been recognized both nationally and internationally with more than 50 quality excellence awards.

For more information, www.concorddirect.com

Concord Direct is part of corporate entity Concord Litho Group, Inc. which remains unchanged.