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ANRO SERVICES EXPAND TO INCLUDE WIDE-FORMAT DISPLAY GRAPHICS

July 15, 2009 – West Chester, PA – ANRO's broad range of graphic communication solutions has expanded once again with the addition of wide-format display graphics printing.

The term wide-format display graphics is used to describe oversized printed applications like banners, tradeshow graphics, and in-store and outdoor signage. This new capability is a good fit for ANRO since they already provide print and marketing communication services to organizations in the financial, pharmaceutical, healthcare, educational, charitable and retail industries which rank among the top users of wide-format display graphics.

The West Chester, PA based commercial printer and provider of digital communication services brings several advantages to this new market. Key differentiators for ANRO in this niche include the company's expertise in producing high-quality printed materials and their range of graphic communication services that can be leveraged to provide robust, turnkey marketing solutions.

Recent trends indicate display advertising is a fast-growing market. The Outdoor Advertising Association of America estimates that out-of-home advertising expenditures will grow 8% over the next few years, versus the much smaller 2-3% growth projected for advertising spending as a whole. It is also estimated that 70% of all consumer buying decisions are made in the retail location; this fact emphasizes the promotional value that compelling display graphics can offer to both retailers and consumer product manufacturers.

ANRO uses the industry leading HP Designjet Z6100ps printer to produce wide-format graphics up to 60 inches wide and 575 feet long. The maximum image resolution is a striking 2400 x 1200 optimized dpi. Arresting results are possible thanks to the HP Designjet technology which employs 8 different print cartridges and 2,112 print nozzles to achieve unmatched image and color reproduction.

Even these impressive numbers don't do the final product justice however. As Larry Wolf, ANRO's Director of Sales & Marketing, points out, "The image quality is simply amazing. At a recent tradeshow, the backdrop we produced for a booth was so realistic, people were compelled to come up and touch it." Mr. Wolf adds, "It's fun to see a client's reaction when they see their first wide-format job from ANRO – no one has been disappointed."

(continued on next page)

Wide-format graphic display products ANRO produces include (but are not limited to) banners, posters, pull-up displays, booth graphics, window clings and other displays, point-of-purchase advertising, wall and floor graphics, and any manner of signage on a wide variety of papers, films, polypropylene, Tyvek, scrim, fabrics, and canvas. ANRO also provides their clients with the necessary hardware, carrying cases and related supplies needed for the various tradeshow, banner, and other display products they produce.

ANRO's breadth of services and commercial printing expertise give the company a distinct advantage over much of their competition in this new market. Traditional sign companies do not possess the color expertise and sophisticated prepress equipment that ANRO does. ANRO is also able to integrate wide-format graphics with their clients' other marketing materials to provide accurate, cross-media color matches, as well as turnkey, single-source convenience. Traditional sign companies simply cannot match the benefits ANRO brings to the wide-format display graphics market.

ANRO Inc. is a full-service commercial printer, mailer, and provider of digital communication solutions that specializes in meeting a broad range of corporate and organizational communication needs. The company's comprehensive capabilities include: single through nine-color conventional offset printing, package printing, color digital and variable data printing, black & white digital publishing, prepress, finishing, direct mail, inventory and fulfillment, online print management programs, digital communication services that include personalized websites (PURLs), dynamic email and text messaging, and now wide-format display graphics.

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