



Marketing Communications

THE BRANDT COMPANY ACQUIRES THE PRINT DIVISION OF MULTIAD IN PEORIA, IL

Davenport, IA, July 23, 2012 — Effective Wednesday, July 18, The Brandt Company has acquired the Print Division of MultiAd, Peoria, IL.

“MultiAd’s family culture is a perfect strategic fit for us and we are excited with this opportunity,” says Marc Brandt, President of The Brandt Company. “This partnership will greatly benefit our entire combined client list bringing focused results to everyone’s marketing communication needs.”

With a long history of outstanding customer service and customer loyalty, MultiAd will join with The Brandt Company to offer its customers enhanced marketing solutions and access to a more robust printing platform. The Brandt Company values the relationships MultiAd has fostered in central Illinois and across the country. A sales, customer service and graphic design team from the Print Division along with a fulfillment team will maintain a local presence in Peoria to service clients. A new office under Brandt Sports Marketing has been secured to relocate the existing staff responsible for print projects.

John Kocher, President of MultiAd adds, “This is an exciting move for the Print Division of MultiAd. The Brandt Company specializes in print production and can better serve our clients’ print needs.”

The Brandt Company will retain the MultiAd Sports brand through 2012 at which time it will be transitioned into Brandt Sports Marketing. Printing of college game day programs and sports related items, trading cards and MLB sports auction memorabilia catalogs are just a few items that will expand Brandt’s list of clients.

To learn more about the Brandt Company, [read about us here](#).