

COMPANY PROFILE



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OWNERSHIP

Privately held corporation

CERTIFICATIONS

FSC® Chain of Custody Certified
(FSC® C012216)

SOC 2 Type 1 Compliant

Small Business (Qualified under
Federal SBA guidelines)

Full Service MSP (Mail Service
Provider, Certified by USPS)

MEMBERSHIPS & ASSOCIATIONS

Idealliance

National Association for
Manufacturers

Direct Marketing Association (DMA)

Printing Industries of America

QuarkAlliance

XMPie Users Group

DScoop

Ariba Network

[See reverse side for details
on ANRO's capabilities.](#)

 facebook.com/anrosolutions

 linkedin.com/company/anro-inc.

 [@anrosolutions](https://twitter.com/anrosolutions)

Business Summary

ANRO is a full-service marketing partner specializing in commercial printing, direct mail, multi-channel campaign execution and online print management solutions. By leveraging industry-leading technologies and tools, we help companies maximize their marketing efforts, streamline print purchasing, control brand identity and improve ROI. We are passionate about the success of our clients, and we are committed to providing them with the best possible value on the market.

History

ANRO Inc. began in 1953 in Devon, Pennsylvania as a secretarial and duplicating service founded by Rose and Angelo 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 nation. 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

Your success is our success. ANRO offers a unique advantage because of the significant investments we have made in technology and the expertise we possess to help clients leverage those tools for success. A financially strong partner with a proven legacy of quality, ANRO has a shared vision for the success of our clients. ANRO is Quality. Service. Technology.

Clients

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

Security Protocols

ANRO's facility is equipped with an IP-based closed circuit TV video monitoring system with DVR that records all activity 24/7, inside and outside of the building. This system is monitored by a third party at all times. All building entrances and sensitive areas are controlled by a DSX access control system with magnetic locked doors and key card access. ANRO is SOC 2 Type 1 compliant as it relates to the Security Trust Services Principle, ensuring the highest compliance relevant to security, availability, processing integrity, confidentiality and privacy. Additionally, client data is protected by multi-level password and user verification. Points of access to the ANRO network are restricted with password protection that extends to include corporate computers and servers. External network and internet connections are monitored and protected by robust firewall protocols. A Check Point IPS-1 Intrusion Detection System (IDS) is in place to protect against attacks and provide immediate blocking of unwanted network traffic.



CAPABILITIES OVERVIEW

PRINT

Sheetfed Offset

- Industry-best color reproduction and consistency
- Full range of presses to meet any project need
- Envelope printing
- Prepress: Mac and PC graphics expertise
- PDF workflow, industry-best proofing and CTP efficiencies

Equipment:

- Heidelberg/KBA presses, 1- through 9-color (max sheet size 28" x 40")
- Inline coating & perfecting
- Halm Jet envelope presses: 2-color perfecting and 4-color (max size 9" x 12")
- Hamada 2-color press with continuous feed

Digital / Print on Demand

- Reduce obsolescence with short-runs and print-on-demand
- Increase relevance and response with variable data personalization
- Process builds, corporate spot and PMS ink matches
- Digital color inkjet web presses for high-volume personalized mail
- Black & white publishing with variable data and MICR printing

Equipment:

- HP Indigo 10000 6-color digital press (max sheet size 20" x 29")
- HP Indigo 7800 6-color digital presses (3) (max sheet size 13" x 19")
- HP T300 color digital inkjet web presses (2) (30" max width web roll; stocks from 27 lb. offset up to coated cover stocks)
- RICOH Color Production Systems (2) (max sheet size 13" x 19")
- Kodak Digimaster Digital Production System with MICR (max sheet size 13" x 19")

Wide Format

- HP UV and latex inks for indoor and outdoor applications
- In-house laminating, die-cutting and finishing
- Banners, signs, trade shows, wall and floor graphics, and much more

Equipment:

- HP FB-6100 UV (up to 6.5' x 10.5' for rigid material; up to 87" wide for rolls);
- HP FB-700 HP Printer (up to 8' x 10' for rigid material; up to 8' for wide rolls)
- HP 360 latex (up to 64" wide) (2)
- Caldera GrandRip Production Workflow software
- Finishing: Seal Laminator; Zund High Performance Cutter G3-L-32-00 & Foster Steeltrak 65" Multi-Substrate Cutter; Hand Press & Sewing Machine

MAIL & FULFILLMENT

Direct Mail

- In-house addressing, inserting, collating and mailing
- US Postal Service office onsite with plant-load privileges
- Consultative assistance with design and postal regulations
- Database management expertise for postage optimization
- Mail list development and sourcing
- Commingle / Copalletization / Drop ship services

Equipment:

- Inserters #10 up to Jumbo (9" x 12"), including match mail capabilities
- High-speed intelligent inserting capabilities with full-color variable envelope printing
- Pitney Bowes Product Attaching System
- Barcode tag printer, mail manager, CASS certification and presorting
- NCOA processing software
- Database management software

Inventory & Fulfillment

- Onsite secured inventory space
- Barcoded inventory data tracked through networked MIS systems
- Kitting services to accommodate a broad range of projects
- Custom inventory management & fulfillment programs, including online ordering portals

CROSS-MEDIA MARKETING

- Integrated print & digital campaigns developed and hosted by ANRO
- Personalized direct mail that grabs attention and elicits action
- Personalized microsites (PURLs) to engage recipient with relevant messaging
- Key data captured and reported to feed back into your sales cycle
- Significant cost savings by automating notifications, data collection, and reporting
- Coordinating email & direct marketing for maximum exposure and effectiveness
- Variable mobile barcodes for instant engagement

Software:

- XMPie Personal Effect with UStore, UImage & UChart
- GMC Inspire

ONLINE SOLUTIONS

Web-to-Print

- Custom web portals developed, hosted and maintained by ANRO
- Scalable and flexible solutions that grow and change with your needs
- Manage promotional literature, materials and campaigns through a password-protected website
- Reduced administrative time and obsolescence
- Control your brand by enabling relevant personalization of approved customizable templates
- Custom order and activity reporting

Digital Asset Management

- VMWare virtualization platform, more than 120TB storage, 10GB Ethernet connections
- Enterprise-class data center with full room UPS and onsite backup generator
- Data protected by daily redundant backups, multi-level user verification and firewall protocols
- 15 years of experience with program tools and technologies

Online Proofing

- Kodak InSite provides a window into ANRO's prepress environment
- Multiple stakeholders review and annotate proofs online
- Streamline your proof approval and production processes

Onsite Finishing

- Full suite of bindery, finishing and distribution services

