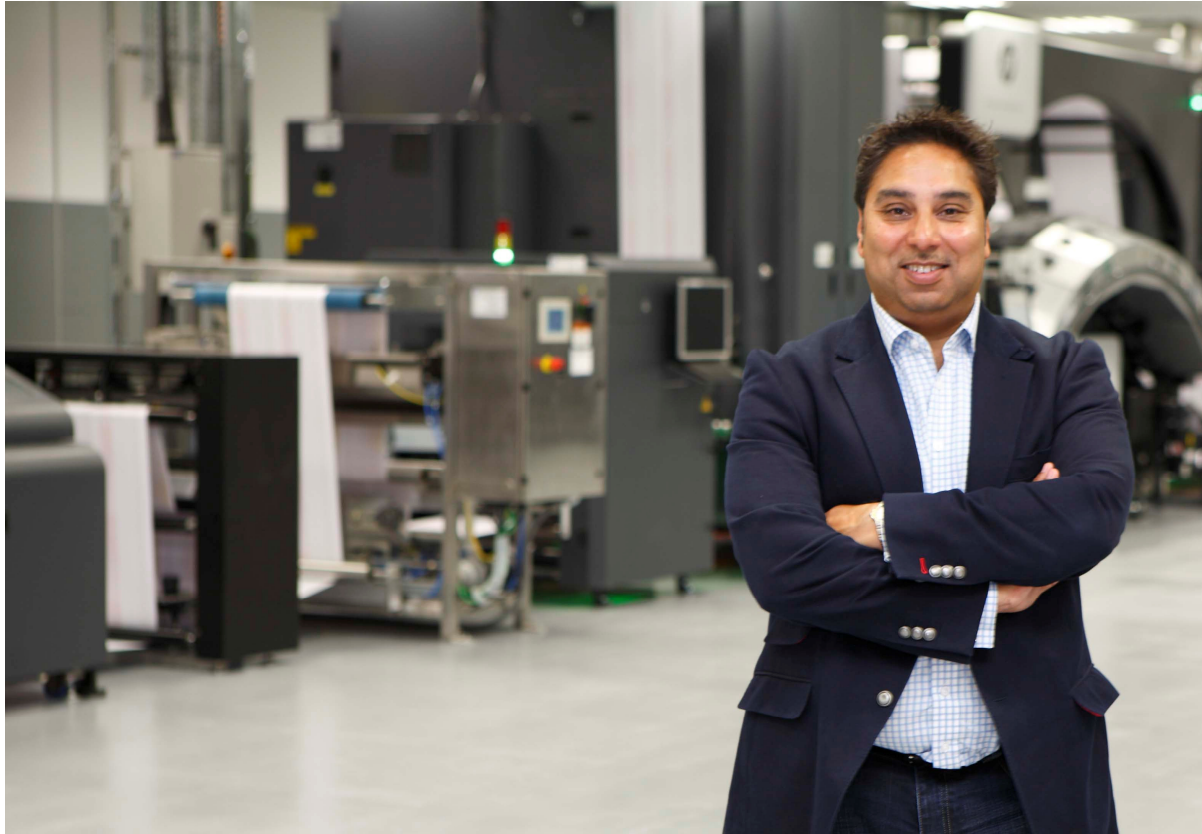


Making it in Leeds

News from Leeds Manufacturing



Investments Power Communis Growth

The Leeds-based division of marketing services provider Communis PLC is the UK's largest print and direct mail production site, employing 420 staff on round the clock shifts and is a key part of the £193m turnover group.

Recent investment of £3m in a second HP T300 digital output device, the only two of their kind in the UK and built for highly personalised mass communications, has given Communis what MD of Creative Services Phil Dean describes as 'game-changing print technology' which will allow marketing campaigns to become more relevant and creative than before.

The company has also invested heavily in people, with Dean recruiting experienced executives from creative agencies across the North to strengthen the in house creative and artwork services team to over 40 employees, and rebranding the service Ingenious Rapport.

It's a powerful combination and, with sites all over the UK, Communis has a 1400-strong workforce managing total marketing campaigns and services across all media streams.

From Electric Press to leading marketing services provider

The modern day Communis PLC came into being when John Mansfield PLC acquired the long-

established and iconic Leeds printing firm Waddingtons, which had included the world famous Monopoly board game in its wide-ranging product portfolio, and Rexam's printing division in 2000.

The new group decided to concentrate on the four core activities of e-marketing, direct marketing, security products and transactional document services.

Waddingtons had its origins in The Electric Press in Leeds as far back as 1897, light years away from today's diverse marketing services group delivering world class marketing solutions to an impressive list of blue chip customers.

Managing director Gurdev Singh believes the continued high level of investment is vital in pursuit of becoming the UK's leading market services provider and speeding client's products to market.

He says: "Our expertise and capabilities are constantly evolving to take advantage of the proliferation of channels to market, which includes highly targeted direct mail, an increasing range of online as well as social media. Strategic rather than tactical marketing lies at the heart of the company's success, underpinned by scale of operation and the agility to adapt swiftly to changing market requirements.

"What's unique about Communisis is that we can work with marketers on every part of the communication strategy. It's a fully collaborative and streamlined approach using intelligence and technology. Intelligence comes in the form of data and creativity – our data services are unrivalled, providing information on over 42m people.

"The in-house creative team that has been developed by creative industry heavyweight Dean use that comprehensive data to create customised personalisation for highly targeted communications. The most advanced output technology then sends the message through whichever channel the customer chooses and each campaign is analysed to ensure maximum return on investment."

There is growing customer receptiveness to Communisis' marketing services proposition as pointed out in the Company's latest Interim Results. Operating Profit has increased by 27% (compared to H1 2010) and new customers have signed significant contracts.

There has been recognition within the industry for the Company's achievements too, including two British Printing Industries Federation (BPIF) Excellence Awards.

Ends

Photography: Communisis managing director Gurdev Singh at the company's Leeds base.

For further information, please contact: Duncan Greenwood at Appeal PR on 01423 569 999 or email duncan@appealpr.com

Note to Editors: Leeds is the UK's third largest centre for manufacturing and the UK's largest centre for print, publishing and paper manufacture outside London, with over 400 businesses and a total workforce of 6,900. The manufacturing sector as a whole in Leeds generates 10.8% of the city's £15 billion annual output.