

Hot off the press: *Redlin acquires Palladian*

New products and ideas; same excellent service and quality

Award winning Colchester printer Palladian Press has been acquired by Redlin Print in a landmark deal which will bring huge benefits to businesses across Essex and Suffolk.

After months of talks the two major print firms have joined forces in a move which will result in Palladian Press offering additional products and services to new and existing customers.

Founder Paul Douglas said: "Having established Palladian Press in 1996, I am delighted that the Company has joined forces with Redlin Print – a company that has a work ethos and principles that are very closely matched. This opportunity will provide a wider range of benefits and continued excellent service that Palladian customers have come to expect and value."

Sales and Marketing Director Steve Green is also enthusiastic about becoming part of Chelmsford-based Redlin Print: "In the 15 years since Palladian was founded we have developed an award-winning flair and expertise in design, print, marketing and fulfilment. Redlin have a fantastic digital offer and a bigger litho press capacity. They are a forward-looking company who have given us a whole new lease of life. The is great news for Palladian which just got bigger and better!"

Redlin Managing Director Nick Faint added: "This is about

providing an enhanced level of service and quality to the customers of both Redlin Print and Palladian. We are maintaining the excellent Palladian brand and also extending the range of services on offer.

New office

The Palladian production facility has been transferred 20 minutes down the road to Chelmsford. Steve Green will remain in Colchester with the design studio team, customer services and the sales staff.

Nick's brother Russell is Business Development Director and will run the Palladian Press brand from a new office. After 10 years in the family business Russell has a great understanding of the service and quality levels which mark Redlin out as exceptional in the print industry. All Palladian staff were offered the chance to transfer to Redlin on their existing terms and conditions.

Russell said "the current print industry represents some very exciting challenges for businesses wishing to develop their communication strategies and collateral. I am delighted to be able to bring these opportunities to the customers of Palladian and bring my experiences of working at Redlin for the past ten years".

Brands stronger

Redlin had been talking to Palladian Press owner Paul Douglas about synergies between the businesses for about 18 months.

"There are a lot of good things about Palladian including knowledge of finishing techniques. Redlin has a lot to offer Colchester customers too, we know a great deal about environmental issues and we have ISO 14001."

"Both brands are stronger - the sum of the total is greater than the sum of the constituent parts. Together we can now offer an unrivalled print service

to the whole of Essex and Suffolk."

"Redlin has been around for 32 years and our values are very much about service and quality and what we saw in Palladian Press was a mirror image of those values. When you look around Colchester and the business community Palladian holds a lot of value so the brand is really important to us."

"The current print industry represents some very exciting challenges for businesses wishing to develop their communication strategies and collateral"



Innovation

"We have a state-of-the-art digital offering as well as litho and can therefore offer extra services. The presses run 24 hours a day, five days a week so turnaround times are faster."

Redlin has invested in digital technology to add value and in the training of staff to help them maximise the benefits for customers.

Three years ago it enhanced its digital operation with a Xerox iGen3 digital machine. "This gives us the capability to meet the customer demands; things like short runs, quick turnarounds, highly personalised printing for direct marketing, being price competitive and enhanced quality. Until now digital hasn't been part of the Palladian offer so we are looking forward to offering that."

One of the key drivers behind Redlin's decision to enhance its digital equipment and offer it alongside the litho option was the ability to do personalised printing for direct marketing campaigns.

Another example of innovation is that Redlin offers the use of QR codes to enhance printed products. The technology allows smart phones to read information in a small box printed on a page. This might contain directions to a company's office, a link to a website or even create an e-mail for you to send.

"Together we can now offer an unrivalled print service to the whole of Essex and Suffolk."

"Redlin is really about change, about looking at and embracing the printing industry and the wider cross-media industry. We bring the best of that to our customers. We are a one stop solution."

"We have also invested heavily in web to print so we have an on-line portal for our customers who want the benefit of buying their print on line 24 hours a day, seven days a week."

Fond links

Despite its cutting edge attitude Redlin Print is an established company which was founded 32 years ago by Nick and Russell's father Derek Faint. "It started off in our garage and I can remember as a four-year-old watching the press running!" Nick said.

Nick, who read maths at Brunel University, has fond links to Colchester. He served as an officer in the Royal Anglian Regiment for seven years and boxed for his regiment in the town. After leaving the Army he worked for an investment firm in the City on Public, Private Partnership schemes until joining Redlin in 2007. He took over the responsibilities for running the business a year later when his father retired.

Connected

Looking ahead, Nick said he was a fan of Palladian's Connected magazines and networking events and was keen to develop the brand. "There is a lot of opportunity with it. I was at the launch of CM Connected and there was a big buzz around that."



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