

Phipps Dickson Integra, Nikobia

acquire Harling Marketing

PHIPPS  DICKSON

 **integria**



Harling
direct

MONTREAL, May 31, 2007 - Phipps Dickson Integra and Nikobia Graphic Services are pleased to announce their strategic partnership in the acquisition of Harling Marketing Inc., a marketing services company located in Montreal and Toronto.

Both parties are enthusiastic about the acquisition of Harling Marketing and the opportunities that lie ahead for fulfillment and mailing services. Phipps Dickson Integra and Nikobia will equally share ownership in the new venture and their collaboration will maximize growth potential by leveraging existing relationships with key customers, expanding current product and service offerings and investing in leading edge technology for inventory management.

“The integration of fulfillment and mailing services within the Phipps Dickson Integra organization is in keeping with the company’s diversification strategy and will not only strengthen our position in Quebec, but will also provide new business development opportunities in the Ontario marketplace”, said Jeff Houston, Vice President of Sales.

Randy Yates, President of Nikobia, confirmed that the acquisition of Harling Marketing represents a huge opportunity to provide a unique service offering with a competitive advantage for an aggressive print industry.

Phipps Dickson Integra is the largest independent sheet-fed printing company in Quebec providing pre-media, offset and digital print production, as well as multimedia and internet services to clients in Quebec, across Canada and in the United States.

Nikobia Graphic Services supplies print project management and quality control solutions to clients throughout North America.

Harling Marketing a leading provider of marketing support services specializing in third-party fulfillment logistics, inventory management and warehousing, database management, customer service contact center, consumer loyalty programs and direct mail campaigns to customers in Canada and the United States.

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