

PDI Inc. and Harling Direct move into a new Kirkland location to conclude a 7 million dollar investment strategy.



■ **MONTREAL, October 9TH, 2009** – In keeping with its consistent and strategic efforts to better serve their clientele and to facilitate the process of manufacturing and distributing printed material, PDI Inc. has moved both their LaSalle and St-Laurent production facilities to Kirkland. PDI now also shares the new 95,000 square foot Kirkland facility with sister company, Harling Direct, specialists in providing fulfillment, direct mail and distribution services. The consolidation of these 3 plants under one roof brings together 185 employees providing unique and integrated services 24 hours a day.

The larger production facility has permitted PDI to install a new, large format, ROLAND 900, XXL-56 inch offset press. "This 4.5 million dollar investment in the new press and all its peripherals will assure PDI's continued position as a technological leader in the printing industry" said Jeff Mahar, PDI's Chief Executive officer. "The 56" capacity of the ROLAND 900, XXL press effectively doubles the print surface of each form and this, combined with a run speed of 14,000 press sheets per hour, is like having two presses in one."

Gaetano DiTrapani, PDI's Chief Operating officer, stated: "The seeds for this project were planted in February 2007, when Phipps Dickson merged with Integria. We knew at that time that the ultimate synergies would be realized once we were under the same roof and today, with the tireless work and cooperation of our staff, that vision has become a reality."

PDI President, Jamie Barbieri, added: "Our strategic plan is to continue to provide our clients with the widest array of services integrated within unparalleled production capacity and capability. The reality of a 'one-stop-shop' is truly the unique value PDI brings to the marketplace. Predicting, and adapting to important changes in the marketplace has enabled PDI to remain at the top of the industry in terms of customer retention, growth and financial strength – as evidenced by several consecutive awards by the business community as one of 'Canada's 50 Best Managed Companies'."

"Now that Harling Direct is in the same location as PDI, we can really close the loop and help clients get their printed material and their message out to their target market faster and more efficiently" said Randy Yates, President of Harling Direct. "Our investment in increased capacity takes full advantage of our new modern facility and has increased storage space by a staggering 470,000 cubic feet" continued Yates. In addition to this, Harling Direct's new Sitma C-905 unit has effectively doubled the capacity for high-speed poly bagging, adding yet another valuable benefit to the supply chain.

"The new warehouse in the Kirkland facility, along with our proprietary web ordering tool with real time inventory, ensures us an even stronger competitive edge in the industry. And our partnership with PDI gives us the ultimate responsiveness to our clients' needs in today's market" finished Yates.

PDI inc. 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 the rest of Canada and in the United States.

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

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