

Hannaford & Dumas Commercial Printers expands in the contracting economy

WOBURN—During a time when so many businesses are reporting cut backs and layoffs, Hannaford & Dumas Commercial Printers of Conn Street, Woburn has added new employees and invested in the future.

"It's a challenging time to be a business owner, but I'm committed to the future of this company," said President Steve Bryer. "For 30 years this company has properly invested profits back into the company and stayed focused on constantly improving our ability to serve our clients. That means a continual investment in new technologies, equipment, space and personnel."

Hannaford & Dumas is increasing their 20,000 square foot facility to 30,000 square feet occupying a second stand-alone building on Conn Street, just off of the Woburn Center. The additional space will house new binding and finishing equipment for the printing plant to better serve their client base. "With turn times of print collateral work shrinking, we need to incorporate additional finishing equipment to keep up with the presses," said Steve Bryer. "Our clients need projects produced faster and faster. Their businesses depend on it."

Hannaford & Dumas has recently hired Eliza Lucas, a native of Woburn, as its newest employee. With a history in advertising production, Eliza will act as the new Marketing Director for the printing company. After moving from its printing plant from Malden to Woburn in 2005, Hannaford & Dumas

has transitioned from primarily producing work for printing trade clients to also producing a good percentage of their work directly to retail customers. This evolution in market focus has created a need for a growing marketing and sales department for the company, focused on spreading awareness about the company and their capabilities to regional businesses in need of printing services.

One of the immediate goals of the company is to work closely with the local community. Hosting a network event for the Woburn Business Association this past May is among the activities that Hannaford & Dumas was involved with this past spring.

Business development in a time of recession and uncertainty is the earmark of long-term thinking, belief in the future, and sound practices. In addition to the increase in plant size and personnel, Hannaford & Dumas is now accredited by the Forestry Stewardship Council with chain-of-custody certification, recognizing its commitment to the environment. According to the FSC, certified landowners practice forestry standards that are consistent with sustainable forest management. Hannaford & Dumas is one of only a small number of FSC-certified printers in Massachusetts, and must abide by strict chain-of-custody guidelines regarding paper product use in order to be accredited. "The FSC Certification and production process is rigorous, but is important to pursue for many reasons," said General Manager Dick Ronan. "We pay

close attention to the direction of our industry, the community, and our customers. Our goal as an industry leader is to be ahead of the rest and we recognize the relevance and importance of green printing practices. Our FSC Certification is one of the efforts that we make at our plant to produce our product responsibly."

About Hannaford & Dumas

Hannaford & Dumas has been serving the print customer and the ever-changing needs of the print industry since 1976. They offer a full range of commercial printing capabilities including state of the art prepress services with computer to plate imaging, presses range from 1 color to 6 colors, both offset and digital. In-house finishing includes scoring, folding, saddle wire, die cutting, numbering and shrink-wrapping. They offer a complete range of fulfillment services including mailing solutions for their clients.

Today this family-owned firm with 40 employees is known for its ability to deliver on-time, high quality, affordable personalized service to its clients. Its products include brochures, direct mailers, catalogs, newsletters, pocket folders, letterhead and envelopes. Its client base consists of a wide variety of trade partners and corporations—including advertising agencies, design, and marketing firms. For more information or a tour of the facility, call 781-321-7988 or visit www.hannaforddumas.com