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RB&O Forms New Identity, Positioning in Print and Creative Services Marketplace

MARYLAND HEIGHTS, Mo. – January 16, 2007 – When leading print and document services provider Riley Barnard & O'Connell (RB&O) joined forces last year with SWM Inc., the combined firm became a more robust, single-source provider of graphic communications solutions. Its expanded capabilities—including more promotional products expertise, more efficient distribution and warehousing, more robust e-commerce and web development, and more effective creative services—were applauded by clients.

Today, more hands are reaching for the company's solutions, thanks to a new fingerprint.

RB&O announces that it has re-branded with a new name—RBO PrintLogistix—and a new visual identity—a colorful fingerprint. The name and logo symbolize the company's expanded capabilities and its ability to turn each customized, complex project into a time-saving, money-making solution for their clients. On the logo, bands of colors from the inner ring out (which represent the ink colors used in four-color process and digital printing) signal the company's ability to handle intricate jobs across digital and traditional print media.

"For two decades, our problem-solving has earned us the trust of customers who rely on us for complicated, time-compressed projects," says Jim Riley, CDC, president and owner of RBO PrintLogistix, and President of the Document Management Industries Association. "At the same time, our customers' needs have moved well beyond just ink on paper, and we've moved with them."

When its customers wanted more flexible delivery of bulk items, the firm developed a large distribution facility. When clients needed faster turnaround of smaller runs, it launched a digital print-on-demand (POD) center that turns around orders in 24-48 hours (or less) instead of two weeks. The distribution center and POD center both reside in RBO PrintLogistix' renovated Maryland Heights, Mo., headquarters.

Print Solutions magazine recently recognized the company, which has annual sales of approximately \$16 million, as one of the leading printing and promotion distributors in the country.

"We're energized about the combined company and re-branding effort, but one thing won't change: our dedication to providing each customer with problem-solving solutions, high-quality service and innovative technologies," Riley says. "We make our clients' problems our own, and every member of the team is focused on reducing our clients' costs, increasing their efficiencies and empowering them like they've never experienced before from a print provider."

Riley continues: "We believe the most valuable business partners are defined by principle and personality, not just by products. The most valuable resource we have is a dedicated staff that shares information and ideas. We're all invigorated by our new identity."

About RBO PrintLogistix:

RBO PrintLogistix offers a variety of products and services including both four-color litho and color digital printing, large format printing, promotional products, direct mail solutions, creative services, an in-house digital print-on-demand center, laser documents, self-seal documents, secure documents, pressure sensitive labels, bar coding systems, integrated labels and cards, inventory management and distribution, and records management. The company serves several markets and is well-known for its document solutions in the health care industry. Visit www.rboinc.com.

For more information about RBO PrintLogistix' new identity or established goals:

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