

Graphic Printing Combines with Tru Art

Tru Art Color Graphics of Iowa City, Iowa announced today that it is acquiring local screen printer Graphic Printing & Designs, Inc. Both companies are longtime members of the Iowa City business community with Graphic Printing serving the area for over 50 years, while Tru Art has been working nationally for over 120 years.

Graphic Printing & Designs has a history of exceptional products and service, providing screen-printed apparel, creative services, and offset printing to area customers.

Dennis Albright, president of Graphic Printing and Designs, will retire following this transition. The same excellent service the company's clients expect to receive will continue as the rest of the staff will join Tru Art.

"It has been a good run," said Albright. "Thank you Iowa City and the surrounding communities for the opportunity to provide a variety of printing services. I am excited to see the company continue and grow by joining with Tru Art and its related companies."

Tru Art is excited to expand its in-house capabilities with this acquisition. Tru Art has been decorating apparel in house for years with its embroidery division. Adding in-house screen printing fulfills its decorating potential, allowing the company to offer a full range of decorated apparel to its clients with the ease of a single seamless transaction.

"We are pleased to have this opportunity to serve more customers through the expanded capabilities developed by the Albright family. The Graphic Printing Team is a strong addition to our Iowa City based company," said David Bywater, the Company's General Manager and CEO.

Tru Art, along with its sister company, Bankers Advertising, has been committed to partnerships with clients and sales partners to develop marketing strategies using print and promotional products to achieve each client's business goals. The knowledge and expertise that the Graphic Printing & Designs staff will bring with them are a welcome and appreciated addition to Tru Art's ability to serve the community.

Tru Art Color Graphics is an award-winning, G7 Master Printer located in Iowa City, Iowa. Tru Art uses a state-of-the-art, climate-controlled, 80,000-square-foot facility. Our wide array of equipment produces outstanding results, not only on a variety of paper stocks, but also on other materials such as vinyl, hard plastics, magnetic material, metals, and plexiglass. The core of our competitive advantage is the skilled talent of our artisans that enables our clients to experience the best in Midwest printing. Learn more at www.truartcolorgraphics.com.