

# *Preferred Performance for the 1990s*



*Raymond A. Frick, Jr.*  
*Group President*  
*Banta Direct Marketing Group*

The Banta Direct Marketing Group couples two established industry-leading printing companies into a single, focused organization, offering an unparalleled printer/partner resource to direct marketers nation-wide.

Brookshore and The Press, in combination, are committed to the singular objective of producing direct response products of premier quality, which achieve a superior, demonstrated return within their marketplace.

Innovative printing for the direct response industry has been our major focus for over 50 years. This time-tested spirit of leadership has become the hallmark of *Banta Performance*.

...embraced by people who demonstrate teamwork...



The Banta Direct Marketing Group's first full year of operation revealed the advantages of combining Banta's two direct mail printing companies. Sales professionals from Brookshire Lithographers and The Press teamed up to offer the marketplace a highly responsive two-plant production resource. Group President Ray Frick, seated, says combining the manufacturing capabilities and people talents under the Group structure has positioned Banta as an unqualified leader in the production of direct marketing materials. Among the Group's sales and customer service professionals are, from left, Ed Blosser, Gary Asmussen, David Kern, Becky Lunde-Olson, Beth Hagen, Brad Harris and Don Best.

