

MADE IN Northeastern PA

Each month, we recognize one of the region's top manufacturers with the aid of NEPIRC, the Northeastern Pennsylvania Industrial Resource Center. Since 1988, NEPIRC has been working with manufacturers to improve their productivity, profitability, competitiveness and long-term viability through consultative services.



Two printing companies merge and expand capabilities

When Scott Lynett was interested in expanding the capabilities of his company, Times Printing, merging with PDQ Printing was the perfect fit.

Times Printing had a solid base in long run offset printing and fundraising. PDQ has strong roots in digital printing. The merged company is now known as PDQ Printing and Times Fundraising. The companies operate out of a 100,000 square-foot facility in the Stauffer Industrial Park, Taylor, Lackawanna County.

Together, the two divisions have an expanded portfolio of capabilities and offer a full range of services which includes digital printing, large format printing, design, direct mail, fulfillment and distribution. They are the largest commercial quick printer in Northeastern Pennsylvania.

PDQ Printing started with two people back in 1975 and now employs 23 press people, designers and support staff positions. The merger with Times Printing necessitated the addition of a second shift to accommodate the additional workload.

Remaining innovative has always been on the forefront of the business. When the company realized

that some small nonprofits did not have the resources in house to execute a full marketing campaign, they created the "hero donor program." This turnkey approach combines direct mail, e-mail and social media into a fundraising campaign. According to W. Scott Lynett, Chief Executive Officer, "Smaller nonprofits that don't have a full development department but want to have a really effective fundraising program are able to reach out in a very emotional and effective way to their donors. The hero donor program has been well received, especially with the animal shelter and social service organizations."

According to David J. Price, Managing Partner & Chief Operating Officer, "The way businesses have communicated with their customers has changed in recent years. It has gone from just print to an integrated approach with various online marketing venues and social media in play. The role of print has changed. It is still the number one viable option, but print is now being used to drive engagement online."

PDQ Printing and Times Fundraising has customers from all over the country and they ship internationally almost daily.

NEPIRC worked with PDQ to help them efficiently design their production floor layout. "We are grateful to know that NEPIRC is there to help us whenever we need them and has the expertise a company like ours requires," said Price.

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PDQ Print Center and Times Fundraising merged their teams and facilities in May 2016. They are focusing on targeted direct mail, e-mail and social media marketing to fuel future growth.



Samples of company design and print work.