



Leading Mid-Atlantic Communications Provider Consolidates Balmar Brand under HBP Name and Strengthens Efforts to Support Customers in Rapidly Evolving Industry

Hagerstown, Maryland—September 3, 2013—HBP, Inc., a \$30 million communications company focused on print, web, and mobile services, today announced the completion of its corporate rebranding efforts, establishing the union of the HBP and Balmar brands. HBP/Whitmore will rebrand as HBP in 2014. The change represents a strategic shift in HBP’s ability to help customers leverage multiple, diverse channels to communicate more effectively with their target audiences.

The announcement follows a two-year period of sustained growth and change for HBP. This initiative is accompanied by a new logo, visual identity, and tagline (“Ideas Empowered”) as well as the redesign of its corporate website (www.hbp.com), which includes greater detail of HBP’s product and service offerings and the markets it serves. HBP will continue to build on its position as an industry leader in providing customized, integrated solutions throughout the communications lifecycle—from concept generation and creative development to campaign management, delivery, and measurement.

John Snyder, President and Owner of HBP stated, “Over the past few years we added Balmar and HBP/Whitmore to the HBP family of companies, expanding the depth of our offerings and enhancing our ability to support our clients’ needs. The rebranding process provided an opportunity to bring all three companies together with one vision. HBP is no longer just a commercial printing company; we have evolved to provide intelligent solutions to address clients’ myriad communications and marketing challenges. Our customized approach helps organizations engage their audience in many different ways—whether it is print, the Internet, a mobile solution or a combination of all three.”

Bob Tapp, Executive Vice President of Sales and Marketing for HBP, said, “Our new *Ideas Empowered* tagline represents what we do to help our customers achieve their goals. Because we offer a variety of services including design, custom software development, mobile solutions, signs, banners, fulfillment and mailing, our goal is to develop and deliver the best solution to address each customer’s specific needs or requirements.”

About HBP, Inc.

HBP provides intelligent solutions throughout the communications lifecycle across a wide variety of industries that include associations, non-profits, educational institutions, healthcare organizations,

corporations, financial services, publishers, and many others. Using a customized approach, we align business goals with strategic initiatives that leverage print, web, and mobile channels. This includes streamlining content creation, management, and distribution in smart, effective ways to produce better outcomes and maximize brand assets. In business since 1903, HBP has evolved into a leading provider of communications services in the mid-Atlantic region. We take great pride in delivering exceptional customer care and building lasting relationships based on respect, trust, and teamwork. As demonstrated over time, we're committed to providing the best solution to fit our customers' unique needs and requirements all over the world.

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