



■ GREAT DIFFERENCE: staff with (l-r) Alan Townsend, Matt Magovern, Ade Prewer and Pete Cassidy

An 'easy' decision to merge printers

■ By BEV HAWES

TWO of the Cheltenham area's best known print companies have announced a merger that will create one of the largest and most advanced print facilities in the South West.

In2print is joining with digital print specialist Finishing Matters which will be rebranded as In2digital&mailing to reflect the merger and its range of complementary services.

In2print employs 30 people and has

been one of Cheltenham's largest traditional 'litho' printers for a number of years.

The company relocated in 2008 to a new four-acre site at Elmstone Hardwicke where both companies are now based.

Finishing Matters has always worked closely with In2print and has itself recently expanded through the acquisition of another Cheltenham-based printers last year.

Alan Townsend and Pete Cassidy, who sit on the board of In2print, have now joined Matt Magovern and Adrian Prewer on the board of In2digital. "Combining our

companies will make a great difference to our customers," said Mr Townsend.

"We're now able to offer them the best and most comprehensive print solution under one roof.

"We consider the expertise among our team to be the best in the region."

Mr Magovern added: "It was an easy decision and it was one we made knowing it would mean a lot to our customers.

"We have improved our office environment and made dealing with us even more convenient. Most importantly we have upgraded our

systems. We are now one of the very best equipped and largest printers, not only in Cheltenham, but across the entire South West region."

In2print has achieved British Standard ISO14001 certification for its environmental management system.

The company replaced oil-based inks with environmentally friendly vegetable inks and runs a completely chemical free system from plate to press.

Some 60 per cent of the paper the company uses is recycled while the remaining 40 per cent comes from managed forests.