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Enhancing Its Digital Platform, SG360^o Purchases HP Indigo 10000 Digital Press, commits to HP Indigo 12000 Digital Press upon release

Investment is 1st of several as printing and marketing services pioneer expands digital offering

WHEELING, Ill., April 11, 2016 – SG360^o, a printing and direct marketing solutions provider, announced it has added the versatile [HP Indigo 10000 Digital Press](#) to its arsenal of digital presses, in the first of several planned investments to expand its digital offering. This investment also includes a commitment to the [recently-announced HP Indigo 12000 Digital Press](#) upon its release in 2017.



“This purchase underscores our strong commitment to grow our digital business and we intend to follow it with other investments that will grow our digital offering,” said Mary Lee Schneider, president and CEO of SG360^o.

Acquisition of the HP Indigo 10000 Digital Press, which can produce virtually any commercial job with exceptional production quality and flexibility, significantly upgrades the company’s digital platform. Coupled with new front-end workflow automation and back-end finishing equipment, the new assets support the needs of SG360^o customers to offer innovative, highly-targeted direct marketing solutions and offer faster turnaround times.

About SG360^o

SG360^o is an industry-leading printing and direct marketing services provider that offers multichannel marketing solutions. Its services range from research and strategy to concept and execution and includes multichannel marketing, direct mail, data analytics, and fulfillment, among other services. Headquartered in Wheeling, Ill., it was founded in 1956 and has annual revenues of \$300 million. Besides Wheeling, it has locations elsewhere in Illinois and also in California, Michigan, Minnesota, New Jersey, New York and Texas. More information is available at www.sg360.com.