

GROWERTALKS

GT in Brief

5/31/2017

Hort Printing Now Orora Visual

Jennifer Zurko

Orora Visual, which was launched in April, united four print and point-of-purchase businesses under one brand, including IntegraColor (Dallas), The Register Print Group (New Jersey), Graphic Tech (Los Angeles) and The Garvey Group (Chicago and Los Angeles). Horticultural Marketing & Printing will now be part of Orora Visual.

Aligned with the new business is the introduction of the Orora Visual Horticultural brand, which replaces IntegraColor's former Horticultural Marketing & Printing division.

Jack Davis, VP Sales & Marketing with Orora Visual's Horticultural Division, said the business would provide an enhanced collection of new packaging, point-of-purchase and technology solutions specifically directed at the nursery, lawn and garden industry.

"Orora Visual Horticultural is uniquely positioned to partner with customers to develop high-impact, cost effective campaigns that resonate with consumers and drive sales," Jack said. "Our new printing capabilities include outdoor fabric banners and signs, billboard signs, advanced product displays, additional plant tag production capacity and short run, large format point-of-purchase signs.

"On the technology front, we will offer the horticultural market new mobile technology, store profiling, online sign customization and asset management solutions to help customers build their brand and grow sales."

With a national footprint of production and fulfillment hubs, Orora Visual is able to service customers with multiple locations, reducing shipping time and significantly improving speed to market. The headquarters for Orora Visual and the Horticultural division will be located in Mesquite, Texas. **GT**