



BUSINESS ANNIVERSARY
PRESS RELEASE
TEMPLATE

Questionnaire To Write A Business Anniversary Press Release

The purpose of this press release is to publicize a notable anniversary for a business, such as the date of its founding.

The following questionnaire is designed to help you organize the most relevant information for this type of press release. Providing clear, concise, and informative answers will directly impact its quality. Whether your goal is to write the press release yourself or submit a fact sheet to a professional writer, take the time to organize and explain the facts of your development by answering these questions.

Desired PR Audience:

Professionals who need business card printing services

Type Of Anniversary:

30 years in business

Number Of Years:

30

Founding/Starting Date:

September 1, 1992

Founder Name:

Emily Tanner

Location:

Elmsborough, CT

Business Origin Story/Why It Was Founded:

Our founder Emily Tanner finished her degree in graphic design and worked in a small print shop. She learned more about the hardware and materials that brought images to life on paper. The small business owners and entrepreneurs who needed professional-looking business cards and stationery at reasonable prices caught her attention. She decided to start a business dedicated to offering high-style business card printing services at budget price ranges.

Number Of Starting Employees:

2

Number Of Current Employees:

28

Mission Statement:

High style for small business is possible at a reasonable price.

Describe The Years Leading Up To This Anniversary:

Her printing services would need to be of exceptional quality, but within a price range that suited smaller businesses and individuals. This would require a special printing setup. She partnered with former classmate and mechanical engineering grad Robert Jericho to create a high-efficiency printing operation that kept prices low and quality high.

Early/Significant Challenges:

Emily and Robert spent a lot of time testing inks, card stocks, and equipment. Many times they felt they would have to compromise in some way. They thought they'd have to choose between keeping prices low by offering standardized designs on subpar materials or raising the cost and risk losing many of their most faithful early customers.

Major Achievements And Victories:

Emily and Robot eventually made their goal work through a combination of better printing technology and new ink formulations, as well as good design. They never would have been able to do this without being adaptive and staying informed on equipment technology. They were then able to serve more customers and hire more employees. Their operation went from being able to complete one 200-count order, start-to-finish, over three hours, to completing the same count in just 20 minutes.

Our company won the 2014 Stars of Elmsborough chamber of commerce award.

Tanner & Jericho Printing is still a popular place to work for recent graphic design grads and press machinery operators.

Company Secret To Success/Lessons Learned:

Stay informed on technology and always look for solutions that improve efficiency and lower overhead costs. Improving results and offering honest prices to customers keeps them coming back, which has enabled us to grow.

Goals And Plans For The Future:

Continue to offer our community affordable, high-quality products that enable them to promote their business. We are going to continue to look for ways to outshine the competition especially as second-rate, discount printers cannot duplicate our results.

Company Quote About This Milestone:

The last three decades are a testament to our mission to serve our community. We're proud of our history and we're eager to see where the future takes us.

Person Providing The Quote:

Emily Tanner

Their Professional Title/Role:

Company Founder & CEO

Formal Headline:

This headline will be submitted to news services. It must be straightforward and factual.

Tanner & Jericho Printing Celebrates 30 Years In Business And Service As Custom Business Card And Stationary Provider

Summary:

Nationally recognized source for business card printing services and stationery products, Tanner & Jericho Printing is proud to celebrate 30 years in business. The Connecticut-based company has become a true small business success story that started with an entrepreneurial vision.



TANNER & JERICO PRINTING CELEBRATES 30 YEARS IN BUSINESS AND SERVICE AS CUSTOM BUSINESS CARD AND STATIONARY PROVIDER

PRESS RELEASE SUMMARY

Nationally recognized source for business card printing services and stationery products, Tanner & Jericho Printing is proud to celebrate 30 years in business. The Connecticut-based company has become a true small business success story that started with an entrepreneurial vision.

PRESS RELEASE

Over its three decades in business, Tanner & Jericho Printing has grown from a household name to a nationally recognized source for business card printing services and stationery products.

This September, the company celebrates 30 years in business and ongoing commitment to the belief that high style for small businesses is possible at a reasonable price.

Get more information on Tanner & Jericho Printing's story, capabilities, and products by visiting <https://tanandjercompany.com/ourstory>

Tanner & Jericho Printing origins began in 1992 after recent graphic design graduate and print shop employee Emily Tanner saw a demand for affordably-priced, high-quality business cards that were catered to the budgets and sensibilities of small business owners. She decided to establish her own printing services to fulfill that very need.

Emily knew her vision would require a high-efficiency printing operation that kept prices low and quality high. She reconnected with former classmate and mechanical engineering grad, Robert Jericho.

The two went to work tirelessly testing inks, card stocks, and printing equipment. Through those early hurdles, they never gave in to the pressure to compromise on quality, customization, or cost.

Thoroughly exploring all options and staying informed on equipment technology planted the seeds for success. A combination of better printing capabilities, new ink formulations, and a true dedication to design eventually boosted production rates and exceeded standards.

An operation that started with the ability to complete a 200-count order in over three hours was improved to a streamlined 20-minute process. This led to more customers served and consistent growth for the company.

In 2014, Tanner & Jericho Printing won the Stars of Elmsborough chamber of commerce award. Locally, they remain a popular employer of recent graphic design grads and press machinery operators. What started as a two-person operation has grown to a team of 28.

The company has expressed that its success is owed to its dedication to better technology and opportunities to improve efficiency. Lower overhead costs and prices that keep customers coming back have also been integral to Tanner & Jericho Printing's success.

"The last three decades are a testament to our mission to serve our community. We're proud of our history and we're eager to see where the future takes us," said founder & CEO, Emily Tanner. The company is now working to continue to create affordable, high-quality products while outshining competitors that cannot duplicate its results.

BOILERPLATE

Founded in 1992, Tanner & Jericho Printing has met the needs of business owners, entrepreneurs, and independent professionals who need to create an unforgettable impression without speaking a word.

We help our customers do this every day by creating fully-customized, high-quality, and ultra-stylish business cards, stationery, and more. We're also able to keep our prices competitive enough for even the smallest businesses.