

## Harling Direct becoming a National presence

### Harling Direct partners with Hemlock Printers in acquisition of Kirk Marketing

Montreal, Québec, December 14<sup>th</sup>, 2016—Harling Direct is pleased to announce the creation of Hemlock Harling Distribution Inc., a company dedicated to providing data-driven marketing, postal and third party distribution services to a diverse range of customers throughout North America.

This exciting new venture is an equal partnership of Harling Direct, a well established leader offering postal services and fulfillment, working out of facilities in Montreal, QC and Toronto, ON, along with Hemlock Printers, a recognized North American print industry leader operating out of facilities in Burnaby, BC.

Hemlock Harling Distribution will formally open its doors on February 01, 2017, coinciding with the acquisition of Kirk Marketing, a full-service print, mailing and fulfillment services company in Richmond BC, with a proud history of over 60 years.

Operating from Kirk's state-of-the-art 40,000 square foot facility, Hemlock Harling will bring together a dynamic and experienced team of 40 staff members driven by a customer-centric approach and focus on continuous innovation. In addition to serving its own established customer base, the team at Hemlock Harling will also support Hemlock Printers and Harling Direct clients, significantly expanding the capabilities of both partner organizations.

Harling's President, Randy Yates, added: "Harling has been actively looking to the Western Canadian Market to offer customers complete distribution coverage from coast to coast, and when the opportunity arose to partner with an established company like Hemlock Printers, we didn't hesitate. Harling is not new to this type of business venture, having successfully partnered with the PDI Group of Montreal since 2007. Our mutual clients have benefitted from a powerful integration of print, mail, warehousing and distribution services which is a model we are looking forward to growing in the West. Our acquisition of Kirk Marketing provides an ideal springboard for this new venture."

Hemlock's President and COO, Richard Kouwenhoven, commented on the announcement, "We are very excited to launch this new company with our partners at Harling Direct. The management and distribution of our printed materials is fast becoming an integral part of our business, requiring a high level of expertise. Hemlock Harling will enable us to greatly expand this service area and will help us meet the changing needs of our customers in the years ahead."

Gordon Taschuk, President and CEO of Kirk Marketing, says the three companies are a natural fit. "The long-term vision for Hemlock Harling, which is focused on delivering innovative fulfillment, mailing and distribution services, closely aligns with the values that have guided our business for the last six decades" says Taschuk. "I'm looking forward to my role as General Manager at Hemlock Harling and working with two of the most respected companies in the industry, leveraging our combined strength to the benefit of our customers and staff."

#### About Harling Direct

Founded in 1959, Harling is a marketing support services company, specializing in direct mail and third party fulfillment logistics. With production facilities in Montreal, QC, Toronto, ON and now in Vancouver, BC, Harling provides services in both official languages, preparing distributions to destinations across North America and internationally. As a proactive partner, Harling adapts to current and emerging technologies, providing a high level of professionalism, efficiency and exceptional customer service. [www.harlingdirect.com](http://www.harlingdirect.com)

#### About Hemlock Printers

Founded in 1968, Hemlock Printers has grown organically into the largest full service commercial printing company in Western Canada. The company has built its success on exceptional service and product quality and a commitment to continuous innovation. With production facilities operating 100% carbon neutral in Burnaby, BC and sales offices in Victoria, Seattle and San Francisco, Hemlock is consistently recognized as an industry leader in both quality and sustainability. [www.hemlock.com](http://www.hemlock.com)

#### About Kirk Marketing

Based in Richmond, BC, Kirk Marketing provides innovative direct mail marketing, mailing and printing services to clients in western Canada, the US and internationally. With a commitment to servicing the unique needs of each client, Kirk Marketing provides a comprehensive in-house offering of data, print, mail and fulfillment services. [www.kirkmarketing.com](http://www.kirkmarketing.com)

#### For further information, please contact

Randy Yates, President, Harling Direct (514.695.1430)

Richard Kouwenhoven, President & COO, Hemlock Printers (604.439.5102)

Gordon Taschuk, President & CEO, Kirk Marketing (604.279.8484)



Smartmail Marketing  
EXPERT Partner

