

# Roberts Printing



*Client interests always come first. Such is the philosophy at Roberts Printing.*

Serving a wide variety of clients from small businesses to Fortune 500 companies, corporations of all size look to Roberts Printing for quality print services. Newsletters, corporate communication packages, annual reports, brochures and direct mail pieces are but a small example of the wide array of quality services offered by Roberts Printing. Founded in 1968 by Earl Roberts and Wayne Nightingale, the company began with but a single press located in a 600 square ft. Dunedin storefront. Nightingale purchased Roberts' interest in the business in 1970. Although Nightingale became the sole proprietor of the company, the esteem he held for Roberts, an ethical man of great integrity and personal qualities, is reflected in Nightingale's decision to retain the original name. By this time the company culled not only a loyal clientele but a reputation second to none.

In 2004 Roberts Printing was recognized by Printing Impressions Magazine as one of the Top 400 Leading Print Companies in the United States, a prestigious award of which only the finest printers in



*President and Owner Wayne Nightingale is often known for his love of travel and antique collecting which can be seen throughout the facility.*



the country achieve. Part of the company's success can be attributed to their steadfast commitment to utilizing only the latest technology. Such an approach resulted in Roberts Printing evolving to what is perhaps the most respected name in the print industry. Today the company's headquarters is a state-of-the-art 30,000 square ft. facility located in central Clearwater. A leader in electronic prepress, Roberts Printing was one of the earliest adapters of digital workflow systems. Such a transition allowed Roberts to offer digital solutions and troubleshooting at a time when other printers in the area had not yet been introduced to such technology, particularly in the PC platform. The company uses Heidelberg state-of-the-art equipment including cutting-edge six color presses featuring automated makereadies, and superior resolution and saturation with spectrophotometry color control. While the latest printing equipment is paramount to the success of any print company, it is the people at Roberts who are responsible for superior service and results. Roberts employees are of the most knowledgeable to be found in the industry. This often keeps clients coming back even if the competition offers a lower price. Personnel are properly skilled in identifying potential production problems so nothing is overlooked. A non-commissioned sales staff is employed making certain the interest of the client is always first and foremost. It's the people who



*The installation of a Heidelberg Speedmaster CD74 with perfecting and in-line aqueous coating capabilities was one of the first installations in the Southeast.*

really make the difference in any company and Roberts is proud of its personnel. Superior customer service, production and operations set Roberts above the competition

In 2005, Roberts Printing launched its sister company SURE Mailing. SURE Mailing provides clients additional mail services such as database manipulation, presort discounts, tabbing and inserting. The arrangement provides clients the advantage of true one-stop convenience in the print-and-mail industry. From concept to delivery, everything is about the client at Roberts. Success begins with a successful company. Roberts Printing is such a company.

### **Community Support**

Roberts Printing and its employees are supporters of the community and charitable organizations. In addition to supporting childrens sports teams, they have contributed to the Ronald McDonald House, UPARC, Raising Hope, American Cancer Society and other charities. Each year during the holiday season, Roberts Printing employees vote and select a charity which to support.

*Under the leadership of the Executive Team, Roberts Printing has received numerous industry awards, including being recognized as a Top 400 Leading Print Company in the United States.*

