

News Release

September 2nd 2010

NEW NAMES FOR GROUP MAILING & PRINT DIVISIONS

The Orbital Marketing Services Group (OMSG) is changing the names of three of its businesses as part of a wider re-branding of its portfolio of companies and the introduction of fresh logos.

MacDonald Mailing is to become **Orbital Mailing** and JEM Digital Print, which acquired Southern Litho Printing earlier this year, changes to **Orbital Print**.



Orbital Mailing is based in Sittingbourne, Kent at their 60,000 sq ft premises. They run eight polywrappers, five envelope inserters with a sixth 12-station line to be added shortly, three lasers and two Buskros for high quality inkjetting of postcards, envelopes and other media.

MacDonald's was established in 1973 by Anne MacDonald and acquired by the Orbital Group from her family in 2003. Magazine Mailing Ltd was added to the business in 2006 and this name will be retained as a division of Orbital Mailing Ltd.

Orbital Print was formed by merging the Group's specialist short-run book production and digital printing division, JEM Digital Print Services, with Southern Litho, formerly an independently owned inplant at the Group's Ashford headquarters. Southern Litho, which traded as The Print Room, is a two press general printer servicing clients of other businesses within OMSG but also with its own Kent-based customers. Orbital Print is now tapping into the Group's extensive facilities to add stockholding and delivery-on-demand to its portfolio of services.

A third OMSG business will also re-brand. Orbital Response & Fulfilment becomes **Orbital Response**, dropping 'Fulfilment' from its name and adopting the new logo style. The division operates the Group's forty seat call centre and 100,000 sq ft pick and pack operation in Northamptonshire. It provides B2C and B2B multi-channel mail order and free literature fulfilment services to a broad range of clients.



.....continues

News Release.....continued



Group Managing Director Paul Markland (left) commented:

"We are bringing our three skill-based businesses, each with its own client base and focus on a specific but complementary capability, into line using consistent branding and refreshed logos to clearly reflect their link to the Orbital family."

.....ends

Note for editor

The Orbital Marketing Services Group of companies provide effective communication, logistics and promotional solutions to UK and international organisations via a portfolio of physical and digital delivery services. Companies within the Group enable their clients to **Promote** to, **Communicate** with and **Deliver** to their B2B and B2C audiences

The Group consists five *sector-based* companies (BP Travel Marketing Services, Au Logistics, JEM Education Marketing Services, PMD Healthcare Marketing Services and Take One Media) and four *skills-based* companies (Orbital Mailing, Orbital Print, Orbital Response and Orbital eConnect).

Press contact:

The Marketing Department

Orbital Marketing Services Group Ltd

Orbital Park, Ashford, Kent TN24 0GA

T: 01233 214000

E: marketing@osmg.co.uk