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Printing Impressions 400 Company Reported Tremendous Growth

By Erik Cagle

It's been said that everyone's eyes sparkle while the sun is shining, but most people would agree that 2015 represented a somewhat overcast campaign for the commercial printing industry. Consistency has been a hallmark ever since the industry slowly began to emerge from the 2008-09 recession—call it consistently inconsistent.

While many firms still found themselves under cloud cover this past year, there are still shining examples (groan) of businesses that have managed to defy the trends by mixing one-part ingenuity with two parts of innovation and investment. That's three I's, if you're keeping track. The result: a ledger of black, rather than red.

The YGS Group York, Pennsylvania

No. 134

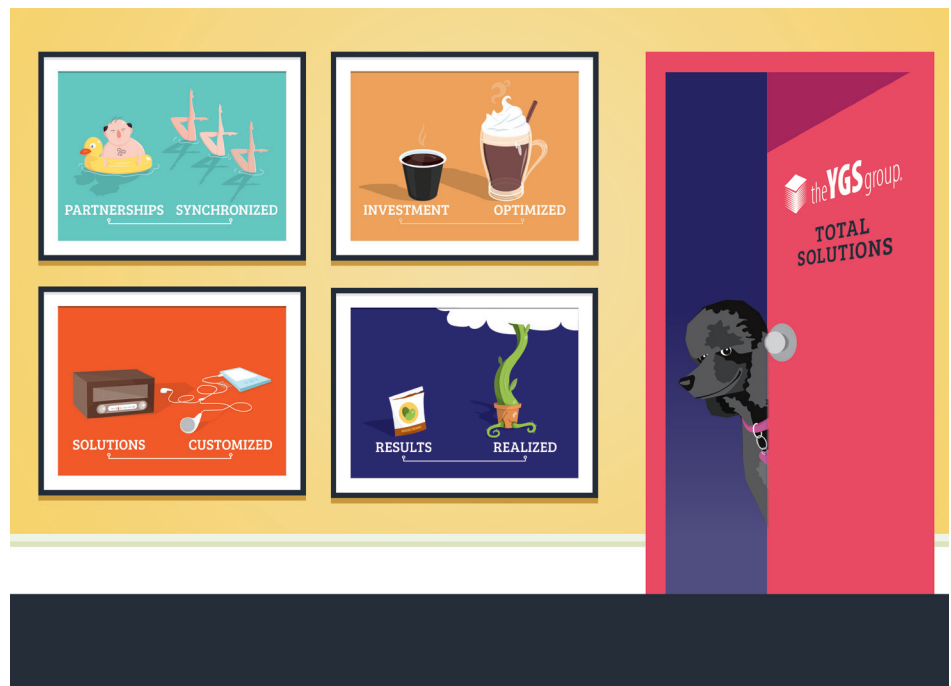
MOST RECENT FISCAL YEAR SALES:

\$36.5 million

PREVIOUS FISCAL YEAR SALES:

\$29.5 million

CHANGE: +24 percent



The YGS Group is evidence that the I's have it. The company posted solid year-over-year gains, and came in at number 134 on the annual Printing Impressions 400 listing of top companies in the United States and Canada, as ranked by annual sales.

The YGS Group's comprehensive product and service menu now consists of digital and mobile marketing, social media strategy, media sales, content sales and licensing, editorial development, brand strategy,

event marketing, marketing automation, mailing and fulfillment. On the printing end, the firm provides offset, digital, wide-format and signage solutions to support its customers in a variety of market verticals.

According to Kell, strategically cultivated growth opportunities and a direct focus on talent recruitment played a considerable role in the company besting its previous year's sales by an impressive 24 percent.

“We attribute this growth to our talented employees, who work diligently and creatively every day to deliver exceptional customer service and the highest caliber of outcomes in customized print, marketing, content and publishing solutions to help support our clients’ growth,” Kell remarks. “We are intent on being part of the vision and future of each client. We have adapted with their changing needs. We have continued to invest in our facilities, our capabilities and our people. It’s that unrivaled focus on our customers’ successes, which fuels our growth and drives our corporate culture.”

The addition of the Seattle location has enabled the company to create a multi-point distribution system, redundant capabilities and additional capacity, with offerings in marketing, offset, digital and fulfillment services. The YGS Group purchased another Pennsylvania plant this year and plans are al-

ready in place to expand facilities and obtain new offset, digital and finishing gear next year.


The former York Graphic Services was purchased by Jim Kell in 2002. The chief executive quickly grew the company well beyond its prepress and printing roots, culminating with the 2014 addition of a new facility in Seattle. YGS went after trade association publications initially, then blossomed into a full-service publishing partner to hundreds of associations and publishers. In 2007, the company rebranded as The YGS Group, complete with a full-service communication strategy and marketing agency.

As much as anything, though, Kell

notes The YGS Group is focused on how it can create a better organization that responds consistently and unfailingly in quality and innovation to the customers’ needs and requests.

“Perhaps our most important investment has been and will be in the people that we seek out and incorporate into our team to become part of our vision, which then becomes part of our customers’ continued growth,” Kell points out.

“Like any growing organization, we do have investment initiatives for our workers, equipment and facilities to build a sustainable company that can change and adapt to our clients’ needs. Going back several years, we began working to create and implement employee training and development programs.”

“We will continue this focus,” he adds. “Our goal is to invest in the next generation of employees to help develop future multi-skilled operators, professionals and leaders.” 

2015 Printing Impressions 400 Ranking: 134

The YGS Group is an integrated communications firm focused on marketing strategy and implementation. Our primary areas of focus are Marketing Services, Publishing Solutions, and Print Operations. The combination of these services allows YGS to offer our customers the most efficient blend of marketing communication services from concept to completion. We call it Total Solutions.

