

Ussery Printing Company, Inc. today announced that it will combine the business of Cross Media into its operation in Irving Texas. Ussery Printing, founded in 1954, is one of the leading commercial printing companies in Texas. Cross Media-Dallas, Inc. has been in Dallas for 19 years and services accounts statewide as well as nationally.

Cross Media and Ussery Printing were introduced through John Hyde of NAPL (National Association for Printing Leadership) who gave guidance during the process and helped formulate the transaction. Commenting on the announcement, Jeff Bradford, owner of Cross Media, said, "Ussery Printing has been a market leader in DFW and Texas for over four decades. Both Cross Media and Ussery Printing are highly regarded, family-owned and operated businesses that share the same vision for the future. Operating under Ussery Printing will benefit each and every client of both companies as it enhances our offerings and increases our ability to provide the superior service and innovative solutions that are required in today's changing marketplace."

Ussery Printing Company will continue to operate in its current Irving location providing Cross Media clients the benefits of the more comprehensive services as key personnel from Cross Media join the Ussery team.

The addition of the business from Cross Media to Ussery Printing is the third acquirement of competing printing companies by Ussery during the past decade, according to Fran Ussery, CEO of Ussery Printing Company. "We're fortunate, with the recent challenges of the economy, to find ways to continue our growth. Cross Media brings strong and talented individuals to the Ussery organization."

"Having all these resources under one roof will secure our position as the leader in the industry for the printing and communication needs of the DFW area," said Bradford, who will continue as a Senior Vice President for Business Development, and will remain the key contact for the major accounts he already represents.

"We have worked long and hard with the Cross Media management team to create an organization that is not only stronger than before, but energized to continue the superior services both firms are known for in our marketplace" said Mike Lamb, President of Ussery Printing.

"Both companies have responded over the years to the ever-changing printing and communication needs of their clients by investing in advanced technological services" according to Fran Ussery. In addition to one of the best offset operations in the area, the firm provides digital and variable data printing, one-to-one marketing, data driven communications, personalized URLs, customized client online ordering websites, and now promotional products.

## **About Ussery Printing Company**

Ussery Printing Company, privately-owned and operated, provides a full range of printing, digital, and marketing services. The company, which began business over 50 years ago, operates from their plant at 3402 Century Circle, Irving, TX 75062. [www.usseryprinting.com](http://www.usseryprinting.com) 972-438-8344

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