



# Brown Printing Company

## Historical Milestones

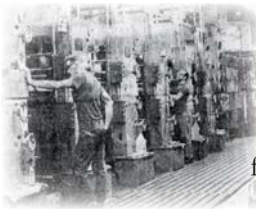
### 1957

Wayne R. “Bumps” Brown purchased the commercial printing department of the Waseca Journal Publishing Company and changed the name to Brown Printing Company.



Business expanded by the purchase of the Kaiser–Frazier garage on 2<sup>d</sup> Street Northwest, Waseca. Employed 59 people. Annual sales were \$500,000.

### 1959



Wayne Brown became a pioneer in the field of offset printing by making a bold move from flatbed letterpress to web offset printing.

The Company’s first two–unit web offset press was installed, with two more units added later that same year, making it a four–unit press.

### 1964

Brown Printing expanded from its downtown Waseca location to a 15,000 square foot plant built west of the city on Highway 14. By the end of 1964 total square footage of the new facility was 25,000 square feet. The second web offset press was put into operation. Employed 125 people.

### 1965

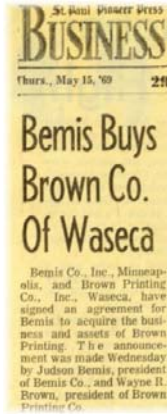
Construction of a 17,500 square foot addition took place. Annual sales were \$2,555,000.

### 1966

Fourth addition to building; 15,000 square feet added. Annual sales were \$3,400,000.

**BROWN**

### 1969



Brown Printing Company became a wholly–owned subsidiary of the Bemis Company of Minneapolis, MN. The sale offered greater security and the promise of future growth for the employees. Bumps remained President.

Waseca’s US Post Office was the 3<sup>rd</sup> largest in Minnesota with the mail

volume from Brown Printing Company. A fifth addition of 22,500 square feet was completed to house the third web offset press. Employed 500 people. Annual sales were \$8,155,000.

### 1970

Another Brown Printing plant expansion of 38,250 square feet was completed. Annual sales rose above the \$10,000,000 mark.

### 1971

Brown expanded again, bringing total square footage to 181,000 square feet. Regular production included 77 different magazines for publishers in 17 different states. Employed 620 people. Annual sales were \$11,900,000.



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### 1972



Wayne Brown became Chairman of the Board and James K. Rifenberg succeeded Brown as President & CEO. Brown Printing announced a \$2.75 million dollar expansion project of 30,000 square feet for film preparation and work in process for the Pressroom and the Bindery. Employed 590 people. Annual sales were \$18,096,021. Bemis Ink, now Waseca Ink, was founded and located in Waseca.



### 1976

Brown Printing Company received a US Patent for the "Flaming Sun" Logo Design. An addition of 12,650 square feet was added.



Customers totaled 44 Publishers and 114 Magazines Titles. Employed 980 people. Annual sales \$42,000,000.

### 1977

Another expansion of the building facilities of 27,350 square feet was added for the Bindery and Mailing facilities.

### 1978

Annual sales totaled \$77,600,000. Brown Printing opened a new web offset printing facility in East Greenville, PA. East Greenville employed 85 people.



### 1979

Brown Printing was sold by Bemis Corporation to Gruner + Jahr of Hamburg, Germany, a subsidiary of Bertelsmann AG. Gross sales rose from \$9,000,000 to over \$90,000,000 between 1969 and 1979.



**BERTELSMANN**  
*media worldwide*

### 1982

Brown Printing reached 25 Years! Celebrated with an Anniversary Open House.



### 1984

Expansion project of \$1.2 million added 46,000 square feet to the Waseca Division. A satellite reception dish was installed at the Waseca Division for the transmission of pages for printing.



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### 1990

Dan Nitz became President and CEO of Brown Printing Company.



### 1991

Alliance List Services Division was created to offer specialized mailing solutions to meet the distribution needs of the customer. Waseca Division Bindery expanded.

### 1994

Bomac Automated Pocket Fillers were added to reduce manual repetitive motion in the Bindery.



### 1997

Company celebrated "40 Years of Excellence." A new company logo debuted, which gave the Company a standardized new look. Woodstock Division was formed with the acquisition of Graftek Press, which was located in Woodstock, IL.



### 1999

The Waseca Division expanded once again, adding 25,000 square feet to the Pressroom. The Company embraced digital publishing technology, including advanced data network transmission and Computer-To-Plate (CTP) digital workflow process.

### 2000

The Waseca Division's first 2 x 6 press was installed and running at full speed at 3,000 feet per minute.



### 2001



Tom Engdahl became President and CEO of Brown Printing Company.

Completed a 50,000 square foot expansion project, expanding the Bindery and Paper Warehouse facilities. New Closed Loop Color (CLC) system was installed on all presses.

Plant added new Warehouse Management System (WMS) utilizing barcode identification to track product inventories.



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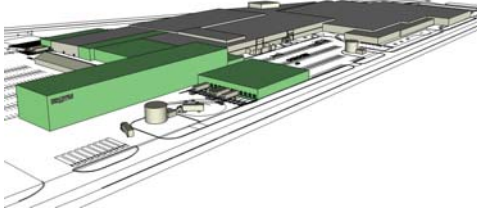


### 2003

Debut of Brown Logistics Services, a new business unit to oversee all distribution and mailing services for customers.

### 2005

Waseca Division embarked on a \$56 million multi-year, 150,000 square foot expansion, including a six-story Warehouse building, Paper Receiving, Paper Storage and additional Pressroom bays. The largest investment in the history of the company brought the number of expansions to 22.



Co-palletization debuted at Brown, a process of presorting directly onto pallets and reducing the use of mail sacks.

The debut of B.Direct enhanced web portal technology and secured access for customers to view and review their pages online.

## B.DIRECT

The Press Collection System (PCS) and Bindery Collection System (BCS) became operational providing real-time production data.

### 2006

Advance technology was added to streamline warehousing processes with the Automated Storage and Retrieval System (ASRS) and Automated Guided Vehicles (AGVs).



The Company expanded to Co-mailing Operations, a process that merges multiple mail files to optimize postal savings.

First “Sunday” 2 X 8 press and 32 pocket demographic perfect binder with four cover decks and new rotary trimmer went online at the Waseca Division.



### 2007

Company celebrates 50 Year History! Currently the fourth largest printer of consumer, trade and business publications in the country, printing more than 700 magazines and catalogs and employing 2,600 people company wide. Annual sales approaching \$400,000,000.

Volker Petersen appointed President and CEO of Brown Printing Company on July 1, 2007.

