



**FOR IMMEDIATE RELEASE**

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***The John Roberts Company Celebrates 70 Years in Business While  
Introducing JR Dimensional for Future Growth***

*JR Dimensional Delivers Interactive Print, Structural Design & Packaging Solutions*

Minneapolis, Minnesota – June 15, 2021 – The John Roberts Company celebrates 70 Years in business today. This is a major milestone while they continue their mission to enhance marketing initiatives to maximize ROI for clients across various industries.

Throughout the 70-year history John Roberts has continually invested in industry-leading equipment and technology. They are a pioneer in environmentally sustainable business practices, and a HIPAA compliant organization offering HITRUST and SOC 2 Client Data Security Assurance.

“In March 2019 HM Graphics in Milwaukee, Wisconsin was combined with the resources in Minneapolis, Minnesota. The two plants have worked together helping clients achieve their marketing goals,” says Michael Keene, CEO of The John Roberts Company. “While the core of who we are and the products we offer will not change, we believe the rebranding strategy to JR Dimensional will highlight their talented personnel and capabilities even more.”

JR Dimensional, formerly HM Graphics, is the nation’s leading source for creatively engineered and produced dimensional items. Any structural product that can be mailed, serve as packaging for a product, a free-standing display, or as a three-dimensional promotional vehicle which can be kitted with samples, products, or other promotional items is where they excel. In addition, and new to commercial printing, is combining the power of technology to print, such as audio, video, motion, augmented reality, and other special effects.

This news comes in the wake of many recent initiatives and accomplishments of the company, including:

- Investment in equipment to bring further efficiency with the purchase of Kompac® Onyx 30 nearline coating, priming, and die-cutting system, provides a quick and easy way to apply UV, Aqueous, Primer/Sapphire, and specialty coatings to a wide variety of substrates.
- Introduction of HP Indigo ElectroInk Silver for commercial printing delivers high impact metallic colors in one printing process. The ink enables printers to metalize the entire color gamut by simply printing CMYK on top of the first layer of silver.
- Management restructure naming Emily Schultz, Director of Client Experience and Shane Snyder, Director of Client Services, better considers clients’ perspective while ensuring positive client interactions throughout every touch-point.
- Recognition from Printing Industry Midwest (PIM) and Great Lakes Graphics Association (GLGA) for producing award-winning projects on behalf of top brands and companies.

To learn more about The John Roberts Company visit [www.johnroberts.com](http://www.johnroberts.com)

To learn more about JR Dimensional visit [www.johnroberts.com/JRDimensional](http://www.johnroberts.com/JRDimensional)