



## **Pii Launches New 3D Printing Business Unit**

*Pii's new business unit introduces benefits of 3D printing to current and prospective customers*

**Bloomington, Ill. (May 19, 2016)** – Progressive Impressions International (pii), one of the largest full-service direct marketing service providers, today unveiled its new 3D printing business unit. Over the past year, pii has made significant investments in 3D printing equipment and established a strategic business development pipeline to make the benefits of 3D printing available to clients and prospects.

“Pii’s ability to serve as a one-stop-shop printing solution, with the resources to design, implement and support 360-degree marketing programs has been hugely beneficial to our customers’ marketing programs over the past 25 years,” said Jamie Huff, president of pii. “3D printing is the new frontier for impactful marketing programs, and pii will work with customers to leverage our massive production capacity and experience to execute on all aspects and possibilities within 3D printing.”

Over the past year, pii has conducted extensive research and made strategic investments to launch this business unit. Pii worked closely with innovation consultancy firm gravitytank to develop a specific proprietary process to guide customer entry into 3D printing and create tangible offerings. Additionally, pii partnered with Illinois State University’s Department of Technology to further explore the technologies needed for 3D printing, including manufacturing equipment, software and implementation technologies.

Pii has already invested in top-of-the-line 3D printing equipment to move this vision forward, and additional investments as the offering grows will enable larger scale production capability.

“3D printing has unlimited possibilities for direct marketers – everything from 3D prints of a home for a prospective homeowner to customer follow-up from a tradeshow with a personalized design,” said Tim Henning, general manager of pii. “Pii’s expansion into 3D printing provides a unique competitive advantage for our clients and prospects – we’re able to help them efficiently customize products and create impactful marketing campaigns that move the needle for their business.”

For customers interested in entering 3D printing, pii is currently conducting “Customer Shaping Sessions.” During each session, pii works one-on-one with clients to immerse them in 3D printing technology and generate relevant use cases. The team then maps the work against the company’s business goals and provides tangible prototypes to bring each concept to life.

To learn more about pii’s 3D printing offering, please visit <http://www.whateverittakes.com/3Dprint.pdf>.

### **About Progressive Impressions International (pii)**

Since 1993, Progressive Impressions International (pii) has been providing direct mail marketing with personalization for leading companies in insurance, financial services and healthcare. As one of the largest full-service direct marketing service providers, pii builds integrated solutions that bring together the best of data segmentation techniques, applied through various communication channels and made available to distributed sales forces via an easy-to-use Web-based tool called Conductor. Pii solutions help companies achieve maximum marketing ROI. Digital print with variable content and personalization is a core competency for pii. In addition, pii offers a full range of commercial and specialty printing services.

Pii operates in 11 countries and 22 states within the U.S. Pii is owned by Taylor Corporation. Pii-owned facilities include Bloomington, Ill., Lansing, Mich., Pompano Beach, Fla., Tianjin, China, Cebu City, Philippines and Chennai, India.

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