

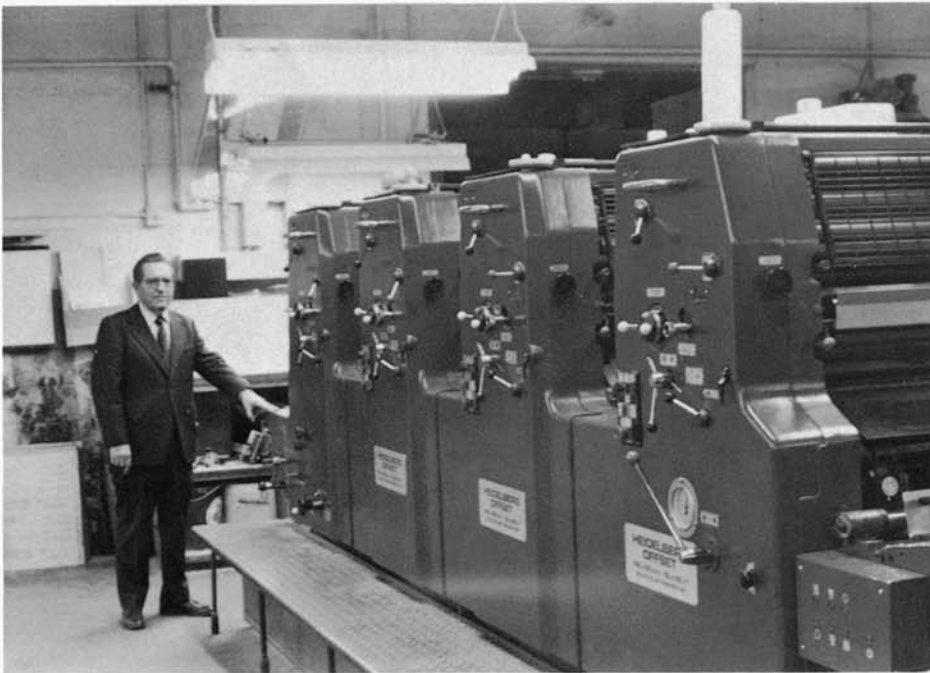
Print & Graphics

Vol. VI, No. 5

THE NEWSPAPER OF THE PRINTING AND GRAPHIC ARTS INDUSTRY OF THE MID ATLANTIC REGION

May, 1985

Dust Settling at Todd/Allan After Acquisitions



Ralph Williams, President of Federal Lithograph, now part of Todd/Allan, with some of the firm's equipment.

by Kathleen D. McLynn

Allan Kullen, President of Todd/Allan Printing Company, says the dust is settling after the joining of Todd/Allan, Federal Lithograph, and Keuffel & Esser's Virginia lithograph operations.

"By merging the three systems together, we were able to refine the operation, using the best from each company," Kullen says, claiming Todd/Allan has now reached a successful blend, "We are finally out of 'we,' 'they,' and 'them.'"

Merging three staffs at the location occupied by Federal Lithograph since

1948 (on Blair Rd., NW, Washington, DC), streamlines the plant to one accounting office, one plant, and one loading dock.

Todd/Allan began combining the three printing interests by joining Federal Lithograph, and moving to Federal's plant in late 1983. The agreement with Keuffel & Esser Company and Todd/Allan was a bit more complicated.

Whitey Olsen, formerly Plant Manager at the K&E Arlington facility, and now on the sales staff at T/A, says, "The company (K&E) was not

for sale, the equipment was for auction."

"K&E knew they were going to shut down," Olsen says, "They had a lot of contracts and customer agreements. T/A agreed to take these over with the customers' permissions. Before we (K&E) shut down on December 31, 1983, we sent a letter [to the customers announcing the change over to Todd/Allan.]"

Kullen says, "We could not acquire the company, but we wanted to expand into Virginia and into the copy center market."

Lester Zych, of the K&E local office comments, "I thought it (the agreement) was pretty clearcut." However, there is still some controversy over certain details of that agreement.

Despite the controversy, operations reopened on January 2, 1984 as T/A without a hitch. Olsen says, "To my knowledge, there hasn't been one dissatisfied customer" as a result of the takeover by T/A.

"Just the name on the box changed," is the way Kullen sums up the transition.

Now that things are settling, Todd/Allan is making a major move into the brokerage printing market. "We are becoming a home for a lot of brokers who need a specific type of work done," Kullen says. He adds that T/A is also a printer for independent copy centers who want the advantages of a printing plant behind them without becoming part of a chain.

(Continued on page 2)

Todd/Allan Settling Down After Recent Acquisitions

(continued from page 1)

Federal's major contributions—\$300,000 worth in sales last year—are the contracts it holds with numerous insurance companies. Each insurance company has to file annual statements to the insurance commission of each state in which the company operates. Federal continues to print the forms for these customers under its own name.

Ralph Williams, President of Federal, says, "My father started it [Federal] in 1919, I joined in 1936." He says the various insurance commissions are very rigid in their information requirements, and as a service to their customers, "Federal provides the 150 different forms required to produce the annual book."

Charlie Williams, third generation in this printing family, says that Federal spends about six months of the year preparing to handle the printing of all the annual books for nearly 100 different insurance companies in a few days.

Kullen says he realized early this year that the transition was complete with the smooth printing of the 1984 insurance books. "That (the insurance book) was the nucleus of Federal's operation," Kullen said.

What did K&E bring to the merger? A healthy amount of Virginia-based business. K&E specialized in two-color and four-color printing, handling a lot of bookwork. "It was a natural fit," Olsen said, "since T/A had the bookwork equipment to handle what we were doing manually."

All this new activity joins the business Allan Kullen began in October of 1974 with the purchase of Rockville-based Robert Francis Printing. When Kullen set up his operations on Rhode Island Ave., NE, in Washington, DC,



Whitey Olsen, Ralph Williams, an operator, and Allan Kullen (left to right)

he specialized in "planned panic," he says, concentrating on jobs requiring a quick turnaround.

T/A has added to its equipment list to handle the new situation. Among the newcomers: a 1925 Heidelberg four-color perfecter and a 2840 Heidelberg two-color. Kullen says that T/A's list is "comparable to the equipment that K&E had." Already at \$5 million in sales per year, T/A looks toward continued expansion.

Kullen made his big splash in the industry with the production of *The Practical Graphic Arts Guide*, a slick, 700-page, loose-leaf guide to everything you wanted to know about the

printing industry, but were afraid to ask. First released in 1982, the guide contains everything from paper samples to a glossary of over 50 pages.

"It's a hell of a business card," Kullen says.

Authorship is listed as "Todd/Allan and friends," since *The Guide* is the result of a two-plus year project involving contributions from many specialists in their area of expertise.

Now that the combined staffs of K&E, Federal, and T/A are pulling as one team, Kullen plans to once again channel effort into *The Guide*, this time to produce an update.