

Amsterdam Printing Celebrates 115 Years as a Leader in Promotional Products

AMSTERDAM, NY – Amsterdam Printing, a pioneer in promotional products is embarking on its 115th anniversary. The company has an impressive history as an innovative leader in providing customized quality products for companies throughout North America. This year, Amsterdam Printing will celebrate their customer relationships, quality products, employees and partnerships.

The organization began in 1898 when Abraham Singer opened his one-man print shop in the rear of his New York City apartment. He moved the business to Amsterdam, NY in 1909. By 1925, Amsterdam Printing was producing bridge score pads, personalized with an advertiser's name on each page. As the business evolved, so did the product selection. Today, Amsterdam Printing offers thousands of promotional products including pens, calendars, drinkware, key chains, apparel and so much more.

Promotional products can be used in so many ways, from business builders and employee appreciation gifts to tradeshow takeaways; there are infinite possibilities. “Our 115 years in the industry has been an amazing progression within an evolving market,” said Tim Broadhead, President at Amsterdam Printing. “And we continue to ask the important questions like ‘how can we help our customers stand out from their competition?’ ‘How can we help a company bring their brand to life?’ ‘What is the latest technology and how can we incorporate it into our products?’ ‘What are the new trends in promotional products?’ We know these answers because we have taken the time to understand the landscape and our customers. We aren’t a vendor. We are an innovative partner, who is thankful, as we enter our 115th year, that our customers count on us for the success of their brand.”

The organization services clients in all areas of small business as well as education and non-profit markets with personalized promotional products. Amsterdam prides itself on providing the highest quality products with a customer satisfaction guarantee.

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About Amsterdam Printing®

Amsterdam, an affiliate of Taylor Corp., is a leading provider in promotional products and has been an industry leader for the past 115 years. Today Amsterdam is a leader in bringing innovative promotional products to market to help businesses creatively promote their company and retain their customers. Anything from personalized pens, pocket calendars, desk calendars and all types of promotional products have become the essentials of the Amsterdam product range. The company has changed significantly from its modest beginnings, but the underlying principles which have enabled continual growth and repeat business have not. The commitment to innovation and ultimate

customer satisfaction are the driving forces which enable Amsterdam to keep ahead of the product trends. Customers can always be assured that they can find the most cutting-edge promotional products on the market to give to their customers. More than simply supplying a marketing pen and a promotional calendar, Amsterdam is providing today's company a means to connect with their customers and grow their businesses and help them build their own long-term success stories.

Not just promotional products

Amsterdam is also your source for all types of Human Resources Forms including the Confidential History Folder. While solving your promotional needs, Amsterdam Printing can also assist you in meeting your employee needs with important Human Resource forms.

www.amsterdamprinting.com

About Taylor®

Taylor Corporation, one of the largest privately held companies in the United States, provides innovative products, technologies and services that focus on the evolving needs – personal and business – of more than half of the Fortune 500 companies and millions of small businesses and consumers around the world. With more than 80 domestic and foreign subsidiaries, Taylor is recognized as one of the top 10 graphics communications companies in North America, delivering what matters most to its customers.

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