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**ArborOakland Group announces the acquisition of NorthAmerican Reproductions**

**(Royal Oak, MI)** – ArborOakland Group, one of Michigan’s leading marketing services providers, announced today the acquisition of NorthAmerican Reproductions of Livonia, Michigan.

North American Reproductions has been a respected leader in producing short run textbooks and manuals for a broad range of clients and industries. Initially founded 35 years ago as a letter shop serving small corporations, North American Reproduction has evolved over the past decade to becoming a print-on-demand specialist providing wire and spiral bound books, perfect binding, and tab cutting, for the Educational, Publishing and Manufacturing markets.

“This is a great addition for us,” notes Don Kirkland, President of ArborOakland Group. “NorthAmerican Reproductions brings tremendous knowledge of the market as well as print-on-demand equipment capabilities. With this, our second acquisition in the past 30 days, we have taken yet another step forward in establishing ArborOakland Group as the regional leader in providing single source marketing services for our clients.”

With the addition of NorthAmerican’s small format printing and bindery capabilities to its direct mail, kitting and fulfillment, digital media, large format printing, and traditional printing lines of business, ArborOakland Group has completed the development of its print-on-demand center and is providing complete marketing support for their customer base as well as enabling growth in new markets.

Cheryl Evenson, General Manager of NorthAmerican commented “I am excited for our clients and the expanded capabilities that combining NAR with ArborOakland Group will bring to our customers. The team at ArborOakland Group has been wonderful to work with during this transition, and I look forward to continuing the legacy of great customer service that NAR has delivered to its clients. This truly is an exciting opportunity for our employees and our clients.”

“This is yet another strategic move in our efforts to be a single resource of marketing services to corporations, educational, health care institutions and advertising agencies,” noted Paul Cartwright, Vice President of Sales & Marketing at ArborOakland Group. “In bringing together the capabilities of NorthAmerican with ArborOakland, we have created a print-on-demand center second to none and made it easier for our customers to do business.”

New Direction Partners ([www.newdirectionpartners.com](http://www.newdirectionpartners.com)) represented NorthAmerican Reproductions in this transaction.

**About ArborOakland Group:**

ArborOakland Group, headquartered in Royal Oak, Michigan, is one of metro Detroit’s leading marketing solutions and services providers to clients in the health care, educational, insurance, financial, manufacturing, service, and advertising industries. Founded in 1972, ArborOakland Group operates with a “customer first” attitude and a team-based culture for its team members. ArborOakland Group is well positioned for continued growth by creating an environment for its clients and team members of excitement, opportunity and success.