

PRIMARYCOLOR

401 Coral Circle EL SEGUNDO CA 90245 T 310 841 0250 www.primarycolor.com 265 Briggs Ave. COSTA MESA CA 92626 T 949 660 7080

COMPANY PROFILE

COMPANY NAME Primary Color Systems Corporation (a California S Corp.)

CORE COMPETENCIES Pre-Media, Photography, Creative Retouching, Litho Print, Variable Data Digital Print Large Format Print, Digital + Silkscreen Print, Dye-Sublimation Print, Fulfillment & Distribution, Display Systems, Structural Design & Fabrication, Event Solutions Out-of-Home Solutions, Retail Solutions, Installations Web-to-Print Enterprise Solutions

PRINCIPALS' NAMES Dan Hirt, Ron Hirt and Mike Hirt

ESTABLISHED 1984

EQUIPMENT INVESTMENT \$12,000,000 in the last five years

ANNUAL SALES REVENUE FY 2013: \$56,000,000

NUMBER OF EMPLOYEES 311

PRINCIPALS Vincent Randazzo - CEO
Dan Hirt - President
Ron Hirt - Vice President, Sales and Marketing
Mike Hirt - Vice President, Manufacturing Services

COMPANY SUMMARY Primary Color is an award-winning visual solutions company that produces world-class marketing products worldwide. Established in 1984, Primary has positioned themselves as an industry leader through their dedication to print innovation, quality and service. By focusing on technology, Primary analyzes traditional workflows, recommends improvements and develops and implements modern, systems-driven, print solutions. Primary provides a turnkey service across all pre-media, print and web-based technologies to simplify marketing execution. Primary has been certified as a G7 Master Printer and is a FSC and 3M certified company. We operate four state-of-the-art facilities in 182,000 square feet.

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Princess Cruises • Red Bull • Rubin Postaer and Associates
Saatchi & Saatchi • Sony • Sunameica • Suzuki • 72 & Sunny
Taco Bell • TBWA\Chiat\Day • Team Mazda • Toyota / Lexus
Universal Studios • Volkswagen