

# THE LIST COMMERCIAL PRINTERS



**TIM BLACKBURN**  
President  
Foster Printing Co.



**DOUG GRANT**  
Chief Executive and President  
Westamerica Communications



**GEORGE HAGGARTY**  
President  
Main Graphics



**MIGUEL D. JACOBOWITZ**  
President  
Orange County Print and Communication



**DAVID MELIN**  
Chief Executive and President  
Meridian Graphics Inc.



**SANDY PETERSEN**  
Principal  
Digital Label Solutions Inc.

## Commercial Printers Don't Stop the Presses

Work Increased 1.6%,  
Jobs Up 4.4%

By SUBRINA HUDSON

Orange County's largest commercial printers on this week's Business Journal list were able to eke out modest gains in local work last year.

The combined annual revenue for the 28 firms on the list—which ranks firms by work done in the area—rose 1.6% year-over-year to \$644.7 million for the 12 months ended Dec. 31.

Revenue figures are based on production generated from all 129 locally based printing presses that are used by the 28 companies and is used as the basis of the Business Journal's rankings.

Twelve companies reported higher sales, two stayed flat and four firms reported a decline.

Sales for the remaining 10 companies are Business Journal estimates.

The number of OC-based employees at the firms increased at a higher rate; 4.4% to 2,585 employees, compared to last year's workforce of 2,477. The total number of salespersons in OC decreased by 10 staffers to 184.

The list has one newcomer this year—**Smart Levels Media**, No. 20, in Irvine. Founded in 2001 as a one-man operation by President **Joey Hinojosa**, the full-service commercial printing business has since grown



Smart Levels Media: new entry on list at No. 20

to a local staff of 38.

It reported revenue of \$7.1 million, up 3% year-over-year.

Hinojosa credits the company's growth to a decision adapting its production methods for small businesses, which typically lack larger advertising budgets.

"We made it possible for our customers to order very low quantities of any type of printed media they required, and within their budgets," he said.

"This also afforded them the opportunity to keep making design changes in their media products and remain fluid and up-to-date in the ever-changing business world of advertising."

### Back Again

The six largest commercial printers kept their rankings from last year's list:

■ **Trend Offset Printing Services Inc.** in Los Alamitos landed at No. 1 with a Business Journal estimate of \$220 million in revenue, the same as a year ago, and a local workforce

of 560.

■ No. 2, Cypress-based **Primary Color** reported a nearly 2% uptick in sales to \$65 million. It reported 297 OC employees, down nearly 9% year-over-year. The company finished consolidating its locations in Irvine, Costa Mesa and El Segundo last year after moving into its current headquarters in 2017.

■ **Deluxe Branded Marketing** in Irvine, No. 3, experienced double-digit growth boosting revenue by 15% to \$46.1 million. It also added 15 employees in OC, totaling 75 workers.

■ Irvine-based **The Dot Corp.** ranked No. 4. The company, which has two additional locations in Santa Ana, reported \$31.8 million in revenue, up 5% year-over-year. Its local workforce remained steady at 190 employees.

■ No. 5, **Westamerica Communications** in Lake Forest reported an increase of 7.4% to \$29 million and added two OC employees, to a total of 110. The company added new equipment last year such as a 10-foot fabric

printer and opened a Display Graphics Division—hosting an "Endless Summer" themed party to celebrate.

■ **Advanced Image Direct** in Fullerton, No. 6, remained flat with an estimated \$24 million in revenue and 125 employees in the county.

■ No. 7, **Crisp Imaging** in Costa Mesa was among the firms that saw double-digit growth. The digital printing company reported revenue of \$23 million, up 21% year-over-year. It also added about 20 employees in OC for a total of 163.

President and Chief Executive **Gary Crisp** said he also projects revenue to jump this year, estimating an 11% increase.

"Crisp Imaging's 22% growth was fueled by our acquisition of Marathon Reprographics in Murrieta, the further expansion of our wide-format division, new product offerings like the Ricoh—which delivers high-speed small format color—and new store openings in Oakland and Seattle."

■ Santa Ana's **Foster Printing Co.** leapfrogged four spots to No. 12. The company, which started in 1922 solely printing art books, reported revenue of \$14.7 million, up 9% for the same period last year. Its employee count remained at 32.

■ Out of the four companies posting a sales drop, No. 16 **Meridian Graphics Inc.** in Tustin reported the largest drop with sales declining 30% to \$10.2 million. It also trimmed its staff to 52, down four employees.

■ The biggest percentage gainer was Santa Ana-based **Brixen & Sons Inc.** Moving up two slots to No. 24, the company reported an increase of 25% to nearly \$5 million. It also added three employees to its local staff of 24. ■

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## ▶ NEXT WEEK'S LISTS

Commercial Property Managers,  
Commercial Brokers

Rank Prev. Rank	Company Address	Company logo	OC revenue for 12 months ended Dec. 31, 2018 (millions) •yearly % change	OC employees •yearly % change	*OC salespersons •Printing presses in OC •Printing presses companywide	Maximum sheet size (inches)	Partial list of printing specialties	Partial list of in-house services	Top local official(s) •Title •Phone/fax	
1 (1)	<b>Trend Offset Printing Services Inc.</b> 3791 Catalina St. Los Alamitos 90720-2402 Website: trendoffset.com Email: salesca@trendoffset.com		\$220 <sup>(1)</sup> NA	560 <sup>(1)</sup> NA	8 <sup>(1)</sup> 14 <sup>(1)</sup> 25 <sup>(1)</sup>	22.25 x 57	High-quality inserts, direct mail, catalogs and publications	Heatset, open web, digital printing, binding, saddle stitching, complete prepress, full mailing services with inkjet addressing	Todd Nelson CEO (562) 598-2446/(562) 493-6840	
2 (2)	<b>Primary Color</b> 11130 Holder St. Cypress 90630-5162 Website: primarycolor.com Email: danhirt@primarycolor.com		\$65 2%	297 -9%	25 10 14	16 ft.	Digital printing, large format printing, litho printing, dye-sublimation printing	Color management, pre-media, retouching, photography, design and fabrication, installation, store profiling, direct mail, online storefronts, distribution	Daniel Hirt president (949) 660-7080	
3 (3)	<b>Deluxe Branded Marketing<sup>(2)</sup></b> 60 Bunsen Irvine 92618-4210 Website: deluxe.com Email: info@deluxe.com		\$46.1 15%	75 25%	17 5 305	28 x 40	Litho, digital, large format and litho web printing; forms, labels and custom finishing	Marketing communications, commercial and digital printing, forms, labels, digital and creative services, technology solutions	Jim Spellman VP/general manager (949) 754-9000	
4 (4)	<b>The Dot Corp.</b> 2424 McGaw Ave. Irvine 92614-5834 Website: thedotcorp.com Email: questions@dotprinter.com		\$31.8 5%	190 0%	13 6 6	28 x 41	Marketing materials, digital/print solutions, direct mail	Sheet-fed, web, digital print, complete bindery, fulfillment, mailing, web site design, large format printing	Bruce M. Carson CEO (949) 474-1100/(949) 474-1263	
5 (5)	<b>Westamerica Communications</b> 26012 Atlantic Ocean Drive Lake Forest 92630-8843 Website: mywestamerica.com Email: dgrant@mywestamerica.com		\$29 7%	110 2%	17 7 7	40	Marketing materials, promotional packaging, direct mail, fulfillment, cross-media services, digital media and grand format specialty printing	Marketing and mailing solutions, package and structural design, digital marketing, branding development, litho and digital presses, video production, grand format printing all substrates	Doug Grant CEO/president (949) 462-3600/(949) 462-3700	
6 (6)	<b>Advanced Image Direct</b> 1415 S. Acacia Ave. Fullerton 92831-5317 Website: advancedimagedirect.com Email: perryw@advancedimagedirect.com		\$24 <sup>(1)</sup> NA	125 <sup>(1)</sup> NA	6 <sup>(1)</sup> 3 <sup>(1)</sup> 3 <sup>(1)</sup>	18 x 22	Direct mail print and production, personalization, envelope printing and converting	Litho print, bindery, lettershop, digital imaging, laser imaging, data processing	Ty McMillin/Hugo Solorio/Perry Wilson CEO/general manager/VP sales (714) 502-3900/(714) 502-3901	
7 (9)	<b>Crisp Imaging</b> 3180 Pullman St. Costa Mesa 92626-3323 Website: crispimg.com Email: gary@crispimg.com		\$23 21%	163 12%	12 NA NA	NA	Reprographics, color printing, technology, on-site services	Digital document printing and support, wide-format color, interiors, on-site services	Gary Crisp CEO/president (866) 632-8329	
8 (8)	<b>Orange County Print and Communication</b> 2485 Da Vinci Irvine 92614-5844 Website: ocpc.com Email: miguel.jacobowitz@rdd.com		\$20.5 5%	95 8%	10 7 550	40 x 28	Multicolor offset, digital printing, large format, envelope printing, variable data printing	Technology solutions, web-to-print, warehousing, fulfillment, pack/pack and distribution, promotional products, augmented reality, radio-frequency identification technologies	Miguel D. Jacobowitz president (949) 475-1900/(949) 475-1837	
9 (10)	<b>SCNG Printing</b> 1701 S. Lewis Anaheim 92805-6439 Website: scngprinting.com Email: czafra@scngprinting.com		\$18.5 <sup>(1)</sup> NA	67 <sup>(1)</sup> NA	1 <sup>(1)</sup> 5 <sup>(1)</sup> 9 <sup>(1)</sup>	38 x 22.75	Open web, heatset, UV coating, stitch and trim, perfect binding	Complete prepress support for new and current customers, transportation services	Bill Higginson executive VP, operations (714) 704-5859/(714) 704-5863	
10 (13)	<b>Fisher Printing Inc.</b> 2257 N. Pacific St. Orange 92865-2615 Website: gofisher.net Email: info@gofisher.net		\$18 0%	165 136%	5 6 14	40	Newspaper inserts/handbills, marriage mail circulars, ad groups, coupon books	Prepress/camera, direct-to-plate, proofing, graphics, web design	Bill Fischer co-president, West Coast (714) 998-9200/(714) 998-8400	
11 (12)	<b>Creative Press</b> 1600 E. Ball Road Anaheim 92805-5931 Website: creativepressinc.net Email: mail@creativepressinc.net		\$15.4 -6%	70 0%	3 5 5	41	10-micron staccato printing, color catalogs, packaging/point-of-purchase	Digital printing, large format ink jet printing	Michael Patton president (714) 774-5060/(714) 758-0944	
12 (16)	<b>Foster Printing Co.</b> 700 E. Alton Ave. Santa Ana 92705-5610 Website: fosterprint.com Email: info@fosterprint.com		\$14.7 9%	32 0%	4 3 3	60 x 81	Ultraviolet press, commercial high-quality large sheet-fed, packaging, labels, point-of-purchase displays	Computer-to-plate, bindery, trade printing	Tim Blackburn president (714) 731-2000/(714) 730-7000	
13 (14)	<b>Dual Graphics Inc.</b> 370 Cliffwood Park St. Brea 92821-4103 Website: dualgraphics.com Email: salesinfo@dualgraphics.com		\$14.6 <sup>(1)</sup> NA	86 <sup>(1)</sup> NA	11 <sup>(1)</sup> 4 <sup>(1)</sup> 5 <sup>(1)</sup>	29 x 41	Traditional and digital printing, including print, mail, distribution and fulfillment services	Marketing, printing, mailing static and variable, fulfillment/distribution, data services	Jim Joyce CEO/president (714) 990-3700/(714) 990-6818	
14 (11)	<b>Lithocraft Co.</b> 1201 N. Miller St. Anaheim 92806-1933 Website: lithocraft-co.com Email: johnco@lithocraft-co.com		\$13.4 -23%	62 0%	6 3 3	29 x 42	Corporate brochures, folding carton and point-of-purchase displays, catalogs, cosmetic packaging, printing on plastics and foil	Digital prepress, full bindery including die cutting and in-line folder gluer, fulfillment, digital printing, storefront portal	Brad Thurman president (714) 630-3020/(714) 630-3545	
15 (17)	<b>K&amp;D Graphics</b> 1432 N. Main St., Ste. C Orange 92867-3450 Website: kdgpp.com Email: info@kdgpp.com		\$11.4 <sup>(1)</sup> NA	50 <sup>(1)</sup> NA	2 <sup>(1)</sup> wnd wnd	41	In-line UV-cured coating, folding carton and paperboard packaging manufacturing	Computer-to-plate, die cutting, bindery, folding, gluing cartons	Don Chew/Kim Chew/Montri Chew/Gus Chew CEO, president/senior VP/CFO/VP (714) 639-8900/(714) 639-8300	

Sources: Printing Impressions, the companies, and the Business Journal  
Abbreviations: NR: not ranked; NA: not applicable; wnd: would not disclose  
Note: To the best of our knowledge, this information is accurate as of press time. While every effort is made to ensure the accuracy and thoroughness of the list, omissions and typographical errors sometimes occur. Unless otherwise noted, the information on this list was provided by the companies themselves. List may not be reprinted without permission of the editor. Photos show the first top official listed.

<sup>(1)</sup> Business Journal estimate  
<sup>(2)</sup> Previously listed as Fontis Solutions

Researched by Meghan Kliever




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# COMMERCIAL PRINTERS

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Rank	Company	OC revenue for 12 months ended Dec. 31, 2018 (millions)	OC employees	*OC salespersons	Maximum sheet size (inches)	Partial list of printing specialties	Partial list of in-house services	Top local official(s)	
Prev. Rank	*Address	•yearly % change	•yearly % change	•Printing presses in OC				•Title	
Rank	Company logo			•Printing presses companywide				•Phone/fax	
16 (15)	<b>Meridian Graphics Inc.</b> 2652 Dow Ave. Tustin 92780-7208 Website: mglitho.com Email: davem@mglitho.com	\$10.2 -30%	52 -7%	3 3 3	28 x 40	Augmented reality, color retouching, catalogs, brochures, marketing materials, packaging/point-of-purchase, mailers	Augmented reality, color retouching, offset printing, digital printing, full bindery, digital prepress, fulfillment	David Melin CEO/president (714) 263-7060/(949) 833-3700	
17 (18)	<b>Digital Label Solutions Inc.</b> 22745 Old Canal Road Yorba Linda 92887-4603 Website: digitallabelsolutions.com Email: service@digitallabelsolutions.com	\$9.7 8%	43 13%	1 5 5	13 (roll presses)	Digitally print labels, tags, digital shrink sleeves printing and seaming, digital foil pouch printing	Up to seven-color photo quality labels, barcodes, QR codes, variable data and consecutive numbering, die cutting, sheeting, shrink sleeves production and seaming	Sandy Petersen principal (714) 982-5000/(714) 982-5001	
18 (19)	<b>Apollo Printing &amp; Graphics</b> 2100 W. Lincoln Ave. Anaheim 92801-8206 Website: apganaheim.com Email: sales@apganaheim.com	\$8.3 4%	28 0%	4 wnd wnd	40	Full-color printing, gold foil, die cutting	Offset, digital printing; color, black and white, complete bindery, mailing services, large formats	Dann Ratanjee president (714) 527-3123/(714) 527-6585	
19 (20)	<b>Pacific West Litho Inc.</b> 3291 E. Miraloma Ave. Anaheim 92806-1910 Website: pacificwestlitho.com Email: info@pacificwestlitho.com	\$7.7 <sup>(1)</sup> NA	55 <sup>(1)</sup> NA	3 <sup>(1)</sup> 4 <sup>(1)</sup> 4 <sup>(1)</sup>	28 x 40	Brochures, flyers, catalogs, packaging materials	Printing, bindery	Steve Chou/Eric Chou president/VP (714) 579-0868/(714) 579-0837	
20 (NR)	<b>Smart Levels Media</b> 16 Hammond Irvine 92618-1606 Website: printsmart.com Email: help@printsmart.com	\$7.1 3%	38 0%	1 2 2	120	Offset printing, presentation folders, brochures, postcards, custom packaging, large format offset-digital and wide format printing, retractable displays, banners, posters, flags	Design, sign and display printing, die cutting, bindery, mailing and fulfillment	Joey Hinojosa president (949) 540-0500	
21 (23)	<b>Main Graphics</b> 15321 Barranca Parkway Irvine 92618-2216 Website: maingraphics.net Email: print@maingraphics.net	\$6.4 20%	28 0%	5 4 4	28	Litho, digital, large format, variable data print, in-house embossing/foil/die cutting	Corporate store fronts, direct mail, fulfillment, ad specialties, design, large format	George Haggarty president (949) 788-6100/(949) 788-6111	
22 (24)	<b>Sir Speedy Inc.</b> <sup>(2)</sup> 26722 Plaza Mission Viejo 92691-8051 Website: sirspeedy.com Email: success@sirspeedy.com	\$5.7 NA	30 NA	5 3 wnd	wnd	Signs, direct marketing, mailing services, trade shows	Printing, marketing services, signage, finishing and binding	Don Lowe/Richard Lowe CEO/president, COO (949) 348-5000/(949) 348-5066	
23 (21)	<b>The Castle Press</b> 1128 N. Gilbert St. Anaheim 92801-1401 Website: castlepress.com Email: sales@castlepress.com	\$5.6 <sup>(1)</sup> NA	40 <sup>(1)</sup> NA	5 <sup>(1)</sup> 7 <sup>(1)</sup> 7 <sup>(1)</sup>	28 x 41	Advertising and marketing, pharmaceutical inserts, packaging	Traditional and digital printing, online ordering and fulfillment management	Amy Miller CEO (714) 491-3981/(714) 535-2362	
24 (26)	<b>Brixen &amp; Sons Inc.</b> 2100 S. Fairview St. Santa Ana 92704-4516 Website: brixen.com Email: cb@brixen.com	\$5 25%	24 14%	4 4 4	60 x 120 (also 120 continuous roll)	Point-of-purchase, pop-in visuals, banners, decals, clings, wall covering, window graphics, floor graphics, large posters, standees, displays, visual props	Grand and large format digital printing, large format screen printing, digital die cutting/scoring, computer numerical control routing, laser cutting, lamination, mounting, custom fabrication, complete fulfillment	Corey Brixen president (714) 566-1444/(714) 566-1440	
25 (25)	<b>We Do Graphics Inc.</b> 1150 N. Main St. Orange 92867-3421 Website: wedographics.com Email: info@wedographics.com	\$4.8 0%	27 -4%	4 5 5	26 x 40	Presentation folders, direct mail, marketing materials, corporate IDs, specialty advertising products	Offset printing, digital printing, prepress, fulfillment, large format	Doug LeMieux/Steve Lehrer president/VP (714) 997-7390/(714) 744-4884	
26 (28)	<b>South Beach Media Inc.</b> 17165 Newhope St., Ste. A-C Fountain Valley 92708-4230 Website: southbeachmediainc.com Email: brucet@southbeachmediainc.com	\$3 <sup>(1)</sup> NA	9 <sup>(1)</sup> NA	2 <sup>(1)</sup> 10 <sup>(1)</sup> 10 <sup>(1)</sup>	120	Large format digital printing, UV flatbed, inkjet, solvent, posters, banner, pop-up, banner stand, lamination, mounting, POP, retail	Large format digital printing, UV flat bed, inkjet, solvent, posters, banner, pop-up, banner stand, lamination, mounting, POP, retail	Hung Thai CEO (714) 429-1634/(714) 429-1632	
26 (27)	<b>Westates Automotive Promotions</b> 6800 Orangethorpe Ave., Ste. H Buena Park 90620-1366 Website: westates.net Email: info@westates.net	\$3 -19%	34 -8%	5 4 4	20 x 28	Direct mail marketing, sales promotions	Custom target marketing for all businesses; design, print, data, bindery, mailing, and custom die cutting	Dale Becker president (714) 523-7600/(714) 736-9927	
28 (29)	<b>Westminster Press Inc.</b> 4906 W. First St. Santa Ana 92703-3110	\$2.9 <sup>(1)</sup> NA	30 <sup>(1)</sup> NA	2 <sup>(1)</sup> wnd wnd	28 x 40	Computer-to-plate, six-color printing, web printing for newspaper	Bindery, ultraviolet, color proofing, aquas coating, CD/DVD replication	Gary Tang CEO (714) 210-2881	

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<sup>(1)</sup> Business Journal estimate  
<sup>(2)</sup> Franchised OC locations include Irvine, Orange and Tustin