



## **POST CAPITAL PARTNERS ANNOUNCES NEW PLATFORM INVESTMENT IN MARKETING SERVICES AND COMMUNICATIONS LEADER IRONMARK**

*Company plans to utilize capital to invest in people, technology, and accretive acquisitions to further build upon its omni-channel marketing delivery platform*

**New York, June 22, 2022** – Post Capital Partners today announced that it has completed a new platform investment in Ironmark (the “Company”), an image company, and will partner with Jeff Ostenso, CEO, and Matt Marzullo, President, of Ironmark, who will continue to lead the Company. Jeffrey Riback, a Post Capital Executive Partner, and an accomplished executive in the commercial print and content technology, management, and automation industries, will join the Ironmark board.

Headquartered in Annapolis Junction, MD, Ironmark is a leading full-service provider of marketing, communications, content, and distribution services with a strong legacy in print-based marketing solutions. The Company provides a fully-integrated suite of services, including commercial print (digital, offset and wide-format), digital marketing and web development, creative agency, promotional products management and a range of logistics services including procurement, warehousing, kitting, mailing and e-commerce fulfillment, which enables its customers to realize the benefits of spend and vendor management consolidation with a single, omni-channel provider.

Since its original founding in 1955 as Frank Gumpert Printing, Ironmark has transformed itself from a legacy commercial printer to a full-service marketing services provider by leveraging its long-standing relationships with clients to introduce new service lines and by executing several strategic acquisitions. Ironmark has developed a suite of proprietary processes that combines talent, technology, automation, and data analytics to deliver its core services which enables the Company to uniquely assist its customers to achieve incremental revenue and realize a measurable return on their spend. Ironmark has historically targeted customers with multi-location businesses with complex marketing, content, and logistical challenges in a wide variety of end-markets including retail, education, healthcare, hospitality, and professional services.

Isaac Chalal, a Director at Post Capital Partners, said, “As demand for marketing efficiencies through automated technology and all-in-one solutions continues to rise, we believe Ironmark’s trusted reputation for quality and technical expertise makes the company exceptionally well-positioned to further scale to meet this growing opportunity. We are thrilled to partner with Jeff

and Matt and to work with their team of experienced executives and highly accomplished technicians and strategists to help power Ironmark's continued expansion."

Mr. Riback most recently served as President of Toppan Merrill, a leader in financial printing and communication solutions, and previously served as Principal and CEO of Data Communiqué International, where he was part of a team responsible for developing a value-added content management publishing automation technology prior to its successful exit to Havas Advertising.

"Over the years, Ironmark has become a critical extension of its customers' marketing and communications teams by enabling them to streamline operational and promotional print production, logistics, and strategic marketing functions, and to refocus time and human resources on core business operations," added Riback. "Throughout my 40-year career, I've helped companies address industry challenges faced by customers. What sets Ironmark apart is its proven success in executing upstream marketing services including research, strategy, and digital execution coupled with its complementary suite of production and logistics solutions which help customers solve complex challenges across multiple locations throughout the country."

Mr. Marzullo, said, "Since 2002, Ironmark has successfully completed over 13 strategic acquisitions, which in addition to our organic service expansion, has enabled the Company to become the omni-channel service provider it is today." He noted that in the coming months, Ironmark plans to embark upon a focused acquisition strategy in partnership with Post Capital.

Michael Pfeffer, Post Capital Co-founder and Managing Director, added, "We were extremely impressed by Jeff and Matt's strategic vision and execution, but also by the corporate and service culture they've fostered, which is evidenced by the fact that over 10 of the former owners from previous acquisitions continue to work with the Company today. We are excited to support them going forward as they seek to add additional strategic businesses to the Ironmark family."

Key Bank provided senior debt financing for the transaction; Winston Strawn served as Post Capital's legal advisor. Chesapeake Corporate Advisors and Nelson Mullins served as Ironmark's financial advisor and legal advisor, respectively.

### **About Post Capital Partners**

Post Capital Partners ([www.postcp.com](http://www.postcp.com)) is a private investment firm that makes both minority growth and control investments in businesses with repeat or recurring revenue models. Post Capital primarily employs an "Executive-First" deal sourcing and investment strategy in which it first identifies and partners with talented senior operating executives and then works proactively with those "Executive Partners" to identify investments. In addition to "Executive-First" platform searches, Post Capital also pursues management buyouts and growth capital investments.

Based in New York City, Post Capital invests in a committed capital fund with top-tier institutional and sophisticated private investors.

### **About Ironmark**

For over 65 years, Ironmark ([www.ironmarkusa.com](http://www.ironmarkusa.com)) has been an industry leader in print and communications services in the Mid-Atlantic region, providing clients with rock-solid partnerships that lead to creative, powerful results effectively and efficiently. The company specializes in creative design, digital and offset printing, large format print, event design, signage production and installation, promotional products, digital marketing, web development, e-commerce, and logistics solutions. With its recent private investment through Post Capital Partners, Ironmark plans to expand its impact nationwide, providing communications services from concept to delivery to clients from coast to coast. For more information, please visit [www.ironmarkusa.com](http://www.ironmarkusa.com).

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