

SPECIAL ADVERTISING SECTION

Celebrating 60 years of helping Long Island businesses reimagine what's possible

Merlin Printing Inc. was founded in March 1963 by Steven Vid and his two partners, Joseph Merendino and Ted Julian, with the singular goal of being a reliable, affordable source for printing and publishing on Long Island. Originally located in Farmingdale, the shop specialized in the production of weekly newspapers and shopping circulars.

When interviewed in 1963 about the launch of this new venture, Vid was quoted saying, "Our main selling point will be the quality of our work. We have the best equipment available, and I intend to see that it produces up to its capabilities."

Sixty years and several growth spurts later, now run by Steven Vid, son of the original founder, Merlin has evolved into a world-class printing company offering comprehensive marketing solutions to customers up and down the East Coast. And while a lot has changed over the years, his father's original vision for what the main selling point of the company would be still holds true today. The company is still delivering the highest quality work on the best equipment available.

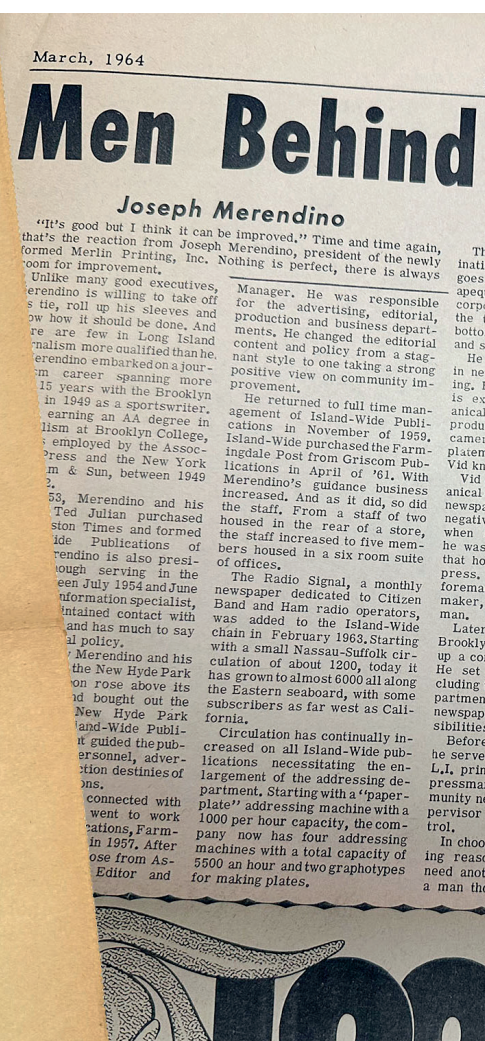
With extensive experience and state-of-the-art technology, Merlin has served some of the tri-state area's largest and most innovative companies with quality solutions, as well as some of Long Island's smallest, most creative and passionate small business owners. From a single store operator to regional chains, from one-to-one marketing to mass communications, they have products and solutions that can meet virtually any need at any budget.

"The key to our success is our ability to react and respond quickly to customers' needs for last-minute changes and short lead times" said Vid, the current Merlin president. "Our pre-press and web press division operates 24 hours per day five days per week. Over 90 percent of what we produce is delivered by our own fleet of trucks ensuring on-time local delivery."

The invention of printing technology was one of the first key milestones in the evolution of human communication. It allowed people to reproduce and spread information widely and rapidly for the first time in history. The invention of digital communications and the internet was another. Merlin is and always has been, in every way imaginable, a modern communications company.

Beginning in January 2023, Merlin officially launched a new interactive division. With this new launch, they are now offering their customers all of the services and support of a full-service integrated marketing agency. With a new suite of digital offerings, they now have the capability to move brands forward across all platforms: traditional, digital, mobile and social.

Some of the interactive services now available through this new division



courtesy of Merlin Printing Inc.



courtesy of Merlin Printing Inc.

include website development, mobile marketing, email marketing, online advertng, graphic video animation, digital circulars and catalogues, digital billboards and banners, and Google AdWords campaign management, just to name a few. These new services, added to their already comprehensive offering of print products and services, puts them in the very unique position of affording their clients the opportunity to integrate all of their marketing efforts under one roof, while adding new levels of engagement and interactivity to them all.

The entire staff at Merlin holds a great deal of pride in the deep roots

that they have built on Long Island over the past 60 years. There is a strong sense of responsibility for and kinship with the customers that they serve. Here, what that means is that the job isn't done until the customer walks through your door.

They prioritize technological advancement and ensure that they remain on the leading edge at all times. They do this not for the sake of technology alone, but because they understand that it is necessary to ensure that their clients have the greatest range of options for creative expression across all communication channels. They understand that investments in

technology and innovation can ultimately save their clients' money by improving efficiencies while keeping them competitive.

The team at Merlin has the experience, passion and the capabilities in place to bring any project to life. Talk to them and let them help you reimagine what's possible for the future of your business.

To inspire possibilities

Partial list of print products:

- Labels & Tickets
- Books & Magazines
- Flyers & Sell Sheets
- Billboards & Banners
- Brochures & Booklets
- Newsletters & Notepads
- Business Cards & Posters
- Calendars & Door Hangers
- Post Cards & Scratch Cards
- Magnetic Signs & Yard Signs
- Outdoor Signs & Menu Boards
- Vehicle Wraps & Boat Graphics
- POS Displays & Trade Show Graphics
- Storefront Graphics & Window Displays
- And the list goes on and on and ...



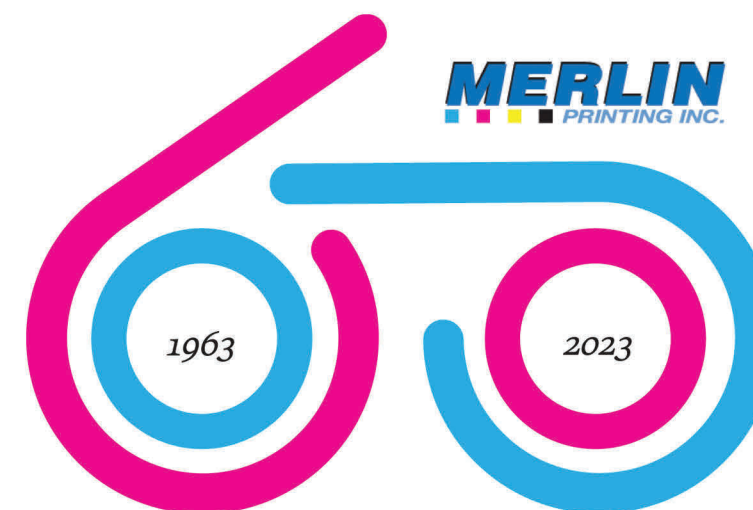
60 Years Serving Long Island

This is what it looks like to be a world class printer in a digital world.

From a business card in your pocket to a digital billboard in Times Square. And everything in between. We do it all.

For more than 60 years we have been your go-to for print. Now we can help you drive meaningful brand growth online too!

215 Dixon Avenue
Amityville, NY 11701
631.842.6666
MerlinPrinting.com



Our Business is Growing Yours!