



PRESS RELEASE

Effective December 20, 2019

Outdoor Image, LLC Acquires Kramer Graphics

Outdoor Image, LLC of Duluth, GA announced today the acquisition of Kramer Graphics, located in Dayton, Ohio. The combined organization provides products for outdoor advertising and grand format digital printing markets and will operate under the brand name KRAMER, except in select legacy markets where the Outdoor Image brand will continue. All current staff will be retained as the company prepares for a bright future.

Outdoor Image, founded in 2013, provides digital printing and related products to Out-of-Home advertising and related markets across the eastern half of the United States. “The acquisition of Kramer Graphics offers opportunities for Outdoor Image to strengthen and expand its product and service offering geographically, while reinforcing our reliability as a dependable partner for Out-of-Home (OOH) advertising providers” explains Ralph Ward, General Manager of Outdoor Image, LLC. “Furthermore, the combination allows optimization across our productive capacity with increased focus on technology and innovation – to the benefit of our customers.”

John Kramer, of Kramer Graphics, commented, “Outdoor Image’s acquisition of Kramer Graphics provides support and strategic direction for our business. As markets for digital printing change, our new company structure provides the best platform on which to build better supply solutions for customers, as we will be positioned to incorporate new technology and innovation into our products and services”. Mr. Kramer joins Outdoor Image as Director of Manufacturing. Additionally, Kelley Kramer-Mardis joins the new organization as Director of Special Sales Projects where she will focus on design and commercialization of innovative products for a broad range of customers.

The expanded business will serve customers from manufacturing locations in both Duluth, Georgia and Dayton, Ohio.

Contact Info: Ralph Ward, Outdoor Image, 3400 Rivergreen Court, Suite 100, Duluth, GA 30024
email: rward@outdoorimageusa.com