

## The Kennedy Group Expands Footprint to Southeast



### Affiliate Offices:

- Borsbeek, Belgium
- Barcelona, Spain



**The Kennedy Group** in Willoughby, OH officially announced the successful acquisition of Florida Marking Products based in Orlando, Florida. Michael Kennedy, President, cited some key drivers for this strategic move, “By putting together the best of both companies we gain expanded capacity and capabilities. The addition of a Southern operation is a key part of our three-pronged growth strategy.” Over the coming months, the company headquarters in the Cleveland area will integrate and leverage the combined forces of three production plants, the RFID Customer Solutions Center, sales offices in Cleveland, Cincinnati, Orlando and Atlanta, as well as affiliate offices. The company is poised to grow business opportunities in the Southeast region, adding to its current base of over 3000 clients in 40 states and 7 countries.

The Kennedy Group was established in 1974 as a privately held, family owned business. The company has grown into a leading developer and manufacturer of branding, labeling, promotional, tracking and identification solutions for such diverse industries as consumer products, health and beauty products, private label, retail, entertainment, industrial, automotive, material handling, biomedical, healthcare, chemical, and agriculture.

Comprised of four divisions, the **Label and Packaging Products Division** offers a wide variety of pressure-sensitive, promotional and roll-fed/ROSO shrink film packaging solutions that create

unique shelf appeal and powerful branding solutions while utilizing a multitude of technologies, including flexography, UV flexo, rotary screen, combination printing, variable data, digital assets, and proprietary materials and products. The **Material Handling Identification Systems Division** provides identification solutions, durable nameplates and bar codes, and patented label holders for reusable containers, racks and pallet storage areas. The **RFID Solutions Division** provides turnkey assistance in helping clients test, specify, install, service and support EPC-compliant, fully integrated systems. Through its RFID Customer Solution Center, The Kennedy Group helps customers verify that the technology will work in their application to assist them with furthering their efforts to meet EPC compliance. The **Promotional Response Products Division** offers front-page newspaper advertising programs with a variety of products including Tab-On®, Tab-On® Plus, Versa Card™, Versa Coupon™, Tab-On® Scratch & Play, Track & Play™ Tab, Power Ad™ Booklets and Power Ad™ Magnets. Its National Program provides national advertisers with a streamlined process to place a wide assortment of colorful, removable advertisement formats on the front pages of more than 450 newspapers nationwide with a daily circulation of more than 35 million.

**Florida Marking Products** (FMP) was founded in 1984 as a manufacturer and marketer of specialty and custom labels, durable identification products, commercial marking, promotional items, as well as signs to industrial and commercial customers. Jackie Abrams, President of Florida Marking Products, shares a revitalized outlook, “Our teams are energized by the growth initiatives underway. We’ve gained added strengths and new production capabilities that advance our objectives to introduce unique offerings valued by our customers.”

Michael Kennedy highlights the importance of the Florida expansion, “This Southeast footprint and base of operations solidify our efforts to expand our market reach and client base. Our collaborative structure can back up the other. The Orlando team and facility improves service to customers in the Southeast with shorter lead times and more regional support. Our combined organizations have the ability to bring knowledge, quality and a full offering of solutions to the marketplace.”

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### **About The Kennedy Group**

From ensuring shelf appeal to revolutionizing material handling solutions, The Kennedy Group, provides market-tested solutions in branding, labeling, packaging, promotions, marking, identification and tracking products. Whether it's front page advertising, labeling packages, managing supply chain processes with permanent and temporary identification, or tracking assets with RFID technology, The Kennedy Group delivers. To learn more visit [www.kennedygrp.com](http://www.kennedygrp.com).