

Prisma Announces Acquisition of Two Nashville-Based Companies

Prisma Nashville to Expand AZ-Based Company's National Footprint



Arizona, Phoenix, May 17, 2021 ([Issuewire.com](https://www.issuewire.com)) - Marketing logistics company Prisma announced today it has acquired Nashville-based Parris Printing and TruColor Litho, Inc. in a deal that expands the national footprint of the 41-year-old Phoenix-based brand.

The deals pave a new future for Prisma with a footprint expansion that provides additional operational efficiencies for Midwest and East Coast clients. For the two Nashville companies, coming under the large Prisma umbrella offers clients more extensive marketing solutions and technologies.

Ritchie Parris, President of Parris Printing and Art Daws, President of TruColor will continue to be key team members in Nashville supported by Prisma CEO Bob Anderson and President, East Division

James Hill. TruColor will relocate into the former Parris campus that will be rebranded as Prisma Nashville. A new permanent Prisma Nashville campus will open in early 2022.

“I am proud to welcome Parris and TruColor to the Prisma family,” said Anderson. “Together our company will forge a unified future with expanded opportunities for our clients and employees.”

Prisma currently has 250 employees with a 200,000 square-foot campus in Phoenix. Technology is at the heart of the marketing solutions Prisma offers to enterprise and mid-size business clients with on-demand brand management software, direct mail, and data analytics services among other full-service marketing logistics and production services.

The new acquisition comes as Prisma celebrates its 41st anniversary in business. Both Parris and TruColor have 25+ years in the industry.

“We are excited about the growth opportunities these two acquisitions present,” said Hill. “Not only does it allow us to drive organic growth, but we’re excited to bring our technology and additional capabilities to Parris and TruColor clients.”

Prisma serves clients in many verticals such as healthcare, finance, retail, and hospitality.

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Prisma is a full-service marketing logistics company headquartered in Phoenix. With more than 40 years in the business, printing is Prisma’s heritage and technology is its future. With proprietary digital software, leading-class data analytics, grand format capabilities, and packaging solutions, Prisma innovates on bringing its clients’ Message to Market at many points in the marketing supply chain. Within its 200,000 square-foot home campus, Prisma ships more than 20,000 orders and mails more than 7 million pieces of communication per month

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Source : Prisma

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