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Freedom Expands Digital Technology Center with Another HP T-300 Wide Web Fully Variable 4/Color Digital Inkjet Press

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MILTON, WI – Freedom Graphic Systems, one of the nation’s largest, independently owned, privately held, direct marketing service providers expands its Digital Technology Center with the addition of another HP T-300 fully variable 4/Color Inkjet high-speed Digital Wide Web Press. Headquartered in Milton, WI, Freedom installed its first high-speed print-on demand digital wide web HP T-300 Press in 2011. Since its installation, demand for technology-driven solutions which enable marketers to deliver messages to the right audience at the right time has escalated rapidly.

“The addition of another HP T-300 and our expanding Digital Technology Center enhances our state-of-the art, omni-channel marketing footprint which drives highly relevant and targeted results that maximize the ROI for our clients,” said Scott Liebert, Vice President Digital Development.

“Freedom’s vision is to be a sole-source leader in turnkey, integrated marketing solutions which help our clients leverage their creative assets across multiple channels to drive conversion across multiple life cycle touch-points. As a strategic execution partner, Freedom helps marketers manage the lifetime value of their customers through mutual trust, performance, and collaboration - ensuring optimized and cost effective performance,” said Marty Liebert, Freedom’s President and Chief Executive Officer. “Our primary focus is to provide sole-source, end-to-end solutions that can be fully integrated into our client’s workflow. Cultivating solid and trusting long-term relationships with each customer is our #1 goal. We look forward to helping our clients grow their business relationships with their customers in a constantly changing technology driven environment. As always, we will devote 100% of our resources to remain on the leading edge of printing, personalization, and mailing technologies.”

Founded in 1986, Freedom is one of the largest, independently owned, privately held, direct mail marketing providers in the United States. Its state-of-the art, end-to-end integrated cross-channel marketing platform drives highly relevant and targeted results that maximize ROI for our clients across many verticals including Financial Services, Insurance, Telecommunications, Healthcare, Travel & Leisure, Retail, Automotive, and Non-Profit Organizations. In essence, Freedom is Enabling Imagination®- ensuring that the relevant message is delivered for our clients on a timely basis.