

Member Profile

Member Profile: Maar Printing Service
Year Founded: 1896
Location: Poughkeepsie, NY
Number of Employees:
Principle Product: Maar is a full service commercial printer.
Website:
www.maarprinting.com

If you have seen the 2008 Council of Industry Member Directory, you have seen the excellent product Maar Printing Service produces. Maar has been in the print business for over 100 years, yet remains on the cutting edge through the use of the latest print screening technology. Maar also makes sure the paper it uses comes from environmentally responsible sources, whether it is recycled or from a Forest Stewardship Council certified source. As a full service commercial printer, Maar has a lot to offer Hudson Valley manufacturers.

Maar Printing Service began in 1896 and was bought by the Gropper family in the 1950s. The current CEO Howard Gropper took over for his father in 1985 and has kept Maar a family run business to this day. Maar has been a Council of Industry member since 1968 and has printed the Council's Member Directory since 2006.

While Maar is like many other printing companies in that it offers full service commercial printing from pamphlets and full color brochures to annual reports and marketing materials, it is the attention to detail that makes them special. Maar uses cutting edge FM screening or staccato printing as opposed to the standard rosette pattern that is used by most other printers. The rosette pattern uses a repeated pattern of the four color printing dots (in cyan, magenta, yellow and key or black) to produce an image, while a staccato printing format uses a random pattern in the printing process which allows lines and angles to come out crisper and the overall picture to be more continuous looking. In comparison to the rosette pattern method, the staccato method provides a resolution that is incredible. This



translates into life-like images that leap off the pages that Maar prints.

Another aspect of Maar Printing Service that sets them apart from their competition is their dedication to being a *responsible* printer. This is not a term to be used lightly; being a responsible printer means using recycled paper products or ones that are certified by the Forest Stewardship Council.

Maar was "green" well before it became the latest fad. For the past several years, Maar has offered an affordable line of recycled paper products to its customers. More recently, Maar has become a member of the Forest Stewardship Council, a group whose mission is to promote environmentally appropriate, socially beneficial methods of viable forest management. This mission



The FSC certified products used by Maar Printing Services ensure that they were produced with as little impact on the environment as possible.

is accomplished through the certification of paper products insuring that they come from a well managed forest that is continually replacing the trees harvested with new saplings.

There is in fact a chain of custody report for these FSC certified paper products.

Maar would like to encourage the use of FSC certified products and tries to make it an affordable option for their customers. Mr. Gropper explains that Maar aspires to be an environmentally responsible manufacturer and has been pushing for others to be (at least in their printing needs) as well. The Council of Industry is proud to say that their 2008 Member Directory was printed on FSC paper.

For 112 years Maar Printing Service has been serving those in need of commercial printing. Throughout this time Maar has shown a dedication to quality and craftsmanship and a dedication to being environmentally responsible. It is this combination that will ensure Maar's continued success in a future that is green and ready to be written, er, printed.