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HighRoad Press announces new strategic alliance with Mittera including plans to expand operations and services

HighRoad looks to expand capabilities while Mittera further expands their efforts to support Supplier Diversity Partnerships

Moonachie, NJ — HighRoad Press, a New Jersey based Woman-owned business, has announced its newest strategic partnership with Mittera, a national leader in print and digital communication. Currently owned and operated by Hallie Satz, HighRoad Press is Certified with Women Business Enterprise National Council (WBENC) and is also a Women-Owned Small Business (WOSB) certified, with approximately 48 employees operating in a 40,000 sq ft. facility in the Meadowlands area of New Jersey. The relationship will grant HighRoad customers access to Mittera’s strategic footprint of expanded web, digital and sheetfed printing capabilities, as well as their creative, and fully integrated marketing solution services.

“Over a decade ago, we set out to build a growth strategy that engages in strategic partnerships and relationships with diverse suppliers. We’re proud of the work we have done, and the positive impact generated for the businesses that we’ve partnered with” said Jon Troen, Chief Executive Officer of Mittera. “As we continue to see various shifts in our industry, we believe that it is critical that we continue to evolve to do what is best to serve our customers. Creating opportunities to partner with diverse suppliers offers additional value to those with a smaller footprint and continues to elevate everyone in our industry.”

In response to the new alliance, HighRoad will be adding new employees and will be bringing several new services online, including enhanced bindery, mailing, and digital capabilities. The relationship will allow HighRoad the opportunity to grow faster and expand its facility, while maintaining its commitment as a Woman-owned business. Mittera’s diversity partnership program aims to create mutually beneficial business relationships that strengthen its communities but also supports their customers in achieving their own diversity goals.

“Over the last 18 years, we have constantly elevated our offerings to our clients by leading with diversity, innovation, and sustainability. Our new partnership with Mittera fully aligns and supports our future growth initiatives, while increasing our integrated marketing services to better serve our clients, reduce costs, and develop new products and services efficiently,” said Hallie Satz, Chief Executive Officer of HighRoad Press. “Mittera is a world-class organization, and we are excited to be working with a partner who is also committed to supporting diversity, equity, and inclusion, not just within their internal organization, but with their external suppliers as alike.”

For more information on this topic, please reach out to info@highroadpress.com or janae.gray@mittera.com.

ABOUT HIGHROAD PRESS HighRoad Press is a multi-certified and award-winning G7 certified printing company located in the Meadowlands area of New Jersey. Woman-owned and operated by Hallie Satz, the facility is home to many Fortune 500 client marketing solutions with digital and sheetfed capabilities; see www.highroadpress.com for more information.

ABOUT MITTERA Mittera is one of the country’s leading providers of print, mail and marketing services, with key differentiators in their full-service approach to integrating print, creative, technology and data for clients throughout the United States. Their commitment to supplier diversity partnerships is part of their overall vision and strategy to offer the most comprehensive communications solutions in the industry. For more information visit www.mittera.com.

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