



FOR MORE INFORMATION CONTACT:

Brian Burlace, President
Tray, Inc.
681 Hollins Ferry Road, Suite A
Glen Burnie, MD 21061
410.689.0707
bburlace@trayinc.com
www.trayinc.com

FOR IMMEDIATE RELEASE

Tray Inc. Acquires JB Creative Services

***Print Distributors combine to form one of the largest
privately held Distributorships in the U.S.***

Glen Burnie, MD, July 19, 2016 – Tray, Inc. announced today that they have acquired JB Creative Services of Bethesda, Maryland to form one of the largest privately held print distributorships in the nation. The companies share similar product and service offerings, and serve some of the Mid-Atlantic region's most prestigious brands.

"We've known and respected JB Creative since their inception in 2005. With similar business models, products and services, it just made sense to combine for scale and reach," says Brian Burlace, President of Tray. "The synergies between the two companies were remarkable," asserts Jon Brothers, owner of JB Creative. We shared the same customer service philosophies, attention to detail - even our company cultures were the same. This deal was a no-brainer," he remarked.

Both Tray Inc. and JB Creative Services boast highly recognized brands in their client portfolios. Most notably, they share Under Armour as a client. Kevin Plank, Founder and CEO of Under Armour remarks on the announcement: "It's always a proud moment to see our partners do well," said Kevin Plank, Founder and CEO of Under Armour. "Today's even a little more special because JB and Tray Inc. have been there for us from the very beginning, dating all the way back to our start up days in my grandmother's basement. Both companies bring passion, design and innovation to the work they do for Under Armour, so in combining those forces, they will be top-notch," he said.

Both companies serve a large number of non-profits including USO, AARP, World Wildlife Fund, Wounded Warrior and more. They also serve clients in the hospitality industry and sports teams. Their combined list of clients boasts such brand names as the Washington Redskins, Washington Wizards and Capitals, Baltimore Orioles, Marriott International, Lockheed Martin and Hilton Worldwide to name a few.

By combining the companies, the buying power and scale improves remarkably. "Our combined buying power allows us to bring scale to our vendor relationships, and pass along price savings to our customers. This allows even the smallest customer to get a pricing advantage by choosing Tray," says Burlace.

The companies will begin combining facilities and employees throughout the summer of 2016. Headquarters will remain at the Glen Burnie location.

About Tray Inc.

Tray helps national brands and non-profit organizations promote themselves via printed materials, custom promotional products, direct mail and online promotions. Tray's client list boasts nationally recognized organizations and consumer product companies, as well as national non-profit organizations and universities. Founded in 1970 by Hal Tray, the company was built on Mr. Tray's vision and focus on providing impeccable service and quality products at a competitive price. Today, Tray serves over 500 clients throughout the U.S.

About JB Creative Services

JB Creative Services has over 20 years of experience in the printing industry, and in finding the best solutions for their clients. They focus on protecting and promoting their clients' company and, by bringing quality printing services on paper, promotional items, clothing and signage. JB prints and delivers products nationwide. They also manage and execute projects from creative idea through execution and distribution.

For more information about the companies, visit

www.trayinc.com

www.JBCprint.com

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