

Key business product:

Direct mail sorted by databases, designed for customer audiences, printed with personalized messages and shipped for strategically timed delivery in sectors ranging from gaming to financial services, retail and nonprofit.

Headquarters: BATON ROUGE, LOUISIANA	Founded: 1922	Additional facilities: MEMPHIS, TENNESSEE
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Ownership:

Franklin is a privately owned, certified Women’s Business Enterprise.

Business markets:

Financial services, banking, gaming, entertainment, hospitality, marketing agencies, retail, consumer, nonprofits.

Regional markets:

Nationwide distribution with global reach.

Notable talents:

Automated services that verify postal addresses and codes; drop-shipping capacity that lowers mailing costs for clients; a full-time programming department that manages data for direct mail strategies; continuous printing capacity with no backlogs; and on-demand printing of consumer products for next-day delivery.

Notable systems:

Virtual Tickets automate instructions to manage inventory, to execute job tasks and to generate checklists that ensure quality control; our Perfect Proofing System validates each piece of direct mail with camera-scanning technology.

Equipment:

An array of sheet-fed, web and digital full-color presses, with inkjet and laser technology assembled for the unique demands of the direct mail industry.

Environmental profile:

Franklin led the movement away from inks with heavy metal residues. We adopted the use of ultraviolet inks that dry quickly with minimal environmental impact. We co-founded the Capital Area Corporate Recycling Council to redistribute electronic equipment and to safely dispose of electronic waste. We continually invest in green solutions and recommend best environmental practices to our peers and customers.

Community involvement:

Franklin perennially sets the pace for United Way contributions in our communities. We encourage schoolchildren and scouts to recycle, and we promote the reforestation of our region through tree-planting programs and participation in the Forest Stewardship Council and the Sustainable Forestry Initiative. We have a legacy of serving and leading community service organizations.