



joanne gore
communications

CASE STUDY

FROM RECOVERY TO REVENUE

HOW JGC HELPED ABG PRINT MOVE
FROM PANDEMIC RECOVERY TO LONG-TERM GROWTH

Featuring:

abgprint

around the clock. on the dot.



How JGC helped ABG Print move from pandemic recovery to long-term growth

When the pandemic hit New York City, ABG Print's revenue changed almost overnight, after a 95% drop in revenue.

ABG Print had built a strong company serving financial services, investment firms, legal teams, corporate clients, and other organizations that depend on fast, accurate, high-quality printing. Many of those projects also involve confidential materials, which made trust and careful handling an important part of the story.

They were trying to bring in new leads, hold onto existing customers, and rebuild momentum with a smaller team and fewer internal resources. They also needed to reach buyers outside the financial services market they were already known for.

95%

revenue decrease during
the pandemic

372

new clients in one year

60%

revenue growth over three years

**ABG Print needed more
than marketing ideas.**

They needed a practical way to get in front of the right buyers, explain why ABG Print was the right fit, and create a clearer path from recovery to long-term growth.

THE CHALLENGE

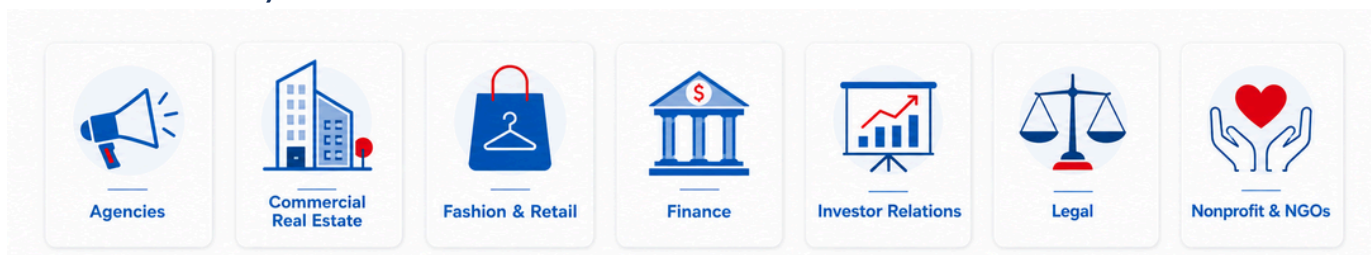
Help more of the right buyers find ABG Print

ABG Print had the experience, equipment, team, and service model to support a wide range of New York City businesses.

They could handle fast-turnaround print, presentations and pitches, event materials, corporate communications, direct mail, marketing collateral, large format printing, and custom projects. They also had the secure processes needed for clients handling confidential information.

The Manhattan printer already served industries including agencies, commercial real estate, fashion and retail, finance, investor relations, legal, and nonprofit and NGOs.

Industries served by ABG Print



The challenge was helping more of those buyers find ABG Print, understand what made them different, and take the next step.

THE OPPORTUNITY

Make ABG Print's marketing more focused, more visible, and easier for buyers to act on.

ABG Print already had a strong story as a responsive, reliable, 24-hour corporate printing partner trusted by demanding clients who need professional printing that is fast, secure, and precise.

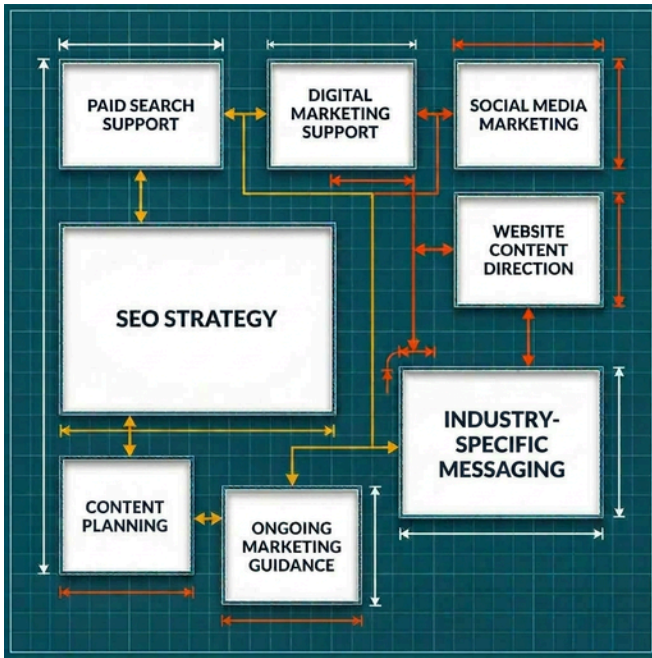
JGC helped bring that story forward in a way that connected to how people search, compare options, and choose a corporate printing partner in New York.

JGC focused the strategy on the services ABG Print wanted to grow and the industries most likely to need them. From there, we shaped the marketing around those buyers, their priorities, and the problems ABG Print could help solve.

WHAT JGC DID NEXT

Strategy and execution, focused on growth

JGC helped ABG Print strengthen its marketing through a mix of strategy and execution, including:



The goal was to help the right buyers find ABG Print, quickly understand why they should care, and feel confident taking the next step.

Instead of focusing only on printing, the messaging connected ABG Print's services to the problems buyers already understood: tight deadlines, important meetings, last-minute changes, sensitive information, quality expectations, and projects that need to be done right.

That gave ABG Print clearer language for its website, digital campaigns, content, and sales conversations.

"ABG Print has worked with several marketing agencies over the years, but Joanne Gore Communications has been the best fit for us. JGC understands marketing. More importantly, they understand the print industry. That combination matters. They've helped us with digital marketing, SEO, content, and strategy in a way that actually fits how our business works and where we want to grow."



Jesse Safir
President, ABG Print

THE IMPACT

With stronger digital marketing and clearer messaging, ABG Print began reaching new buyers in new markets, expanding beyond its traditional financial services base and building a stronger path to new business.

372

new clients in one year,
more than one per day

60%

revenue growth over
three years

Inc. 5000

recognition as a growing
business

WHY IT MATTERED

Clearer marketing helped ABG Print keep building momentum

ABG Print's growth came from making its strengths easier to find, easier to understand, and easier to act on.

The company already had the service, speed, quality, and experience buyers needed. JGC helped turn those strengths into clearer marketing, stronger visibility, and more useful sales conversations.

That gave ABG Print a better way to reach new markets, bring in new clients, and keep building momentum after the pandemic.

ABOUT ABG PRINT

On-demand printing for demanding clients

ABG Print is your partner for 24-hour corporate printing services based in Midtown New York City.

Founded in 1992 as a financial printer on Wall Street, ABG Print has grown into a 24-hour, on-demand printing partner for businesses across many industries.

We support clients with professional printing, presentations and pitches, corporate communications, rush printing, secure and confidential printing, large format printing, direct mail, event materials, and other projects where quality, speed, responsiveness, and trust matter.

ABG Print serves agencies, commercial real estate, fashion and retail, finance, investor relations, legal, nonprofit and NGOs.

We offer a wide range of services and we deliver – around the clock, on the dot.

Visit: abgprint.com

abgprint
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ABOUT JGC

We help your business do more business.

Joanne Gore Communications is an award-winning, full-service B2B marketing agency with deep roots in the print industry.

We help companies pinpoint who they help, how they help, and why it matters, then turn that clarity into smarter marketing, stronger sales conversations, and more revenue opportunities.

From messaging and lead generation to content, websites, social selling, events, and strategic advisory, JGC helps businesses cut through content chaos, shorten sales cycles, and build marketing programs that support real growth.

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Need a clearer path to growth?
Take JGC's free, 2-minute Marketing Health Check.

