



Winbrook, Inc. Acquires RPM

Acquisition makes 51 year old Winbrook the largest New England based provider of branded print, promotional, packaging, display, fulfillment and digital solutions to the banking, credit union and financial service industries.

Billerica, MA, May 01, 2017 --(PR.com)-- Winbrook, Inc. announces the acquisition of RPM, a thriving 35 year old Hingham, Massachusetts based company focused solely on providing New England banks and credit unions with printing, marketing and inventory control programs. In the rapid evolution of financial services, RPM has provided over 60 banks and credit unions with business critical organizational, efficiency and cost savings programs managing the print and marketing items used in everyday business. “Our partnership and our programs eliminate time and attention spent on procurement, inventorying and reporting, enabling our customers to focus on the business of providing exceptional financial services,” said Jeffrey Ward, President/CEO of RPM.

"Our acquisition of RPM and its client portfolio of established financial services organizations offers benefits in scale, innovation and expertise. Regional and community based banks and credit unions are facing challenging times. Fintechs are rapidly transforming the financial sector and restructuring basic business models for banking. We're bullish on community banking and have the expertise, technologies and people to enable our banking and credit union clients to thrive in a time of consolidation and belt tightening. Winbrook is well positioned to lead its financial clients to success as we integrate RPM's strengths with our own," said Scott Lattanzio, President of Winbrook.

Since 1974, RPM has earned a reputation for integrity in its commitment to providing its business partners with exceptional products and customer service.

“By joining forces with Winbrook, we can bring new advancements and efficiencies to sourcing, managing, fulfilling and accounting for all things branded in print, promotional, packaging, display and digital solutions,” said Ward. “We're excited to be a part of the Winbrook family and our financial clients will only reap even more benefits by our merger.”

“According to an article I recently read in, 'American Banker,' community banking success hinges on the institution's ability to provide the expertise and technology that customers can find in a larger bank but delivering it in a platform that provides access to decision-makers and a quick turnaround. In order to do just that, community banks have to run profitably with fewer internal resources and stronger, banking savvy supply chain partners such as Winbrook,” said Lattanzio.



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