



Visualize a
more united whole.

Hello,

As most of you are aware, business has skyrocketed at Optima post-pandemic. And we realize that keeping up with this big boost in volume has affected lead times, putting you in a difficult position with your customers.

We apologize for that and are working hard to bring in more resources and shore up processes. We appreciate your continued support and patience.

As we look to our future, your tenacity and quick thinking are a big part of what continues to fuel our growth as we unite under one Taylor name.

I wanted to reach out today and share the latest timeline with you for integrating as one brand.

On October 25, Optima will begin an endorsed branding phase and go to market as Optima Graphics, A Taylor Company.

On January 1, 2022, Optima will unite as Taylor Visual Impressions but go to market as Taylor.

This is so much more than a name change.

As a united Taylor, you have a great opportunity to expand and integrate capabilities with the Taylor Print and Visual Impressions group, creating a more seamless experience for our clients as they do business across one single brand name: Taylor.

We remain grounded in the Taylor name and values.

The Taylor name keeps our brand grounded in the longevity and security that we have built upon all these years. This unification will also greatly enhance efficiencies with deeper connections to other visual brands including Vectra Visual and Navitor Specialty Products.

Together, we are a more powerful whole.

Rest assured while we will be more powerful as a whole, you will still be empowered to make decisions at a local level to best serve your customers. I encourage you to reach out to your team leaders with your questions. You'll receive more communications in the upcoming weeks as we power forward as Taylor.

Excited for our future,

Joe Hanneman
Business Unit President

