



Continuum Rebranding – Frequently Asked Questions

Has the company changed ownership?

No. This rebranding simply updates our image to best align with our services and benefits. Continuum is still a Marubeni company, alongside A.T. Clayton and J.S. Eliezer & Associates.

Did the company change leadership (executives)?

No. The staff, services and mission of Eliezer remain the same.

Why did the company rebrand?

We are rebranding to reflect the future goals of our company, eliminate confusion with our sister company, J.S. Eliezer & Associates, and further distinguish ourselves in the industry.

Why did the company change its name and why Continuum?

The new name will prevent confusion with sister company, J.S. Eliezer & Associates, and reinforce the expertise clients receive along the full spectrum of print management needs.

Does the name change affect existing company partnerships?

No. We are excited for the fresh look Continuum brings, and will continue offering the same solid services under the same business model as before.

Are we offering the same services as before?

Yes, and even more as we continue growing. As a print management company, we offer expert services through all aspects of print procurement, prepress, print, binding and distribution.

Who can I contact with further questions about rebranding?

To arrange to speak with any of Continuum's leadership team regarding this change, please contact Colin Hutt at 414-765-2311 or colin@primumagency.com.

About Continuum

Continuum, previously known as Eliezer, is a worldwide leader in managed print services. The company's expert print managers, using leading technology investments and integrated processes with an ironclad guarantee, formulate strategic, cost-effective print management plans for clients.

Continuum is a sister company to [A.T. Clayton](#), a paper services company, and [J.S. Eliezer & Associates](#), a print consultancy business. The three companies are wholly-owned subsidiaries of the [Maurbeni Corporation](#), a \$55 billion global organization. For more information, please visit www.continuum-mps.com.