



FOR IMMEDIATE RELEASE

Contact: Colin Hutt, 414-765-2311
colin@primumagency.com

ELIEZER PRINT MANAGEMENT REBRANDS AS CONTINUUM TO ALIGN WITH FUTURE BUSINESS INITIATIVES

Stamford, Conn. (November 5, 2012) – Eliezer, a print management industry leader, announces its rebranding as Continuum. Along with the release of a new brand and logo, the company has launched a redesigned website, www.continuum-mps.com. The rebrand is the result of Continuum’s exceptional growth and increased recognition in the managed print services industry.

“Print management involves many steps and needed areas of expertise. We chose the new name Continuum to showcase our team’s ability to act as an extension of our clients’ business and be there for their every print management need, allowing them to focus on their core business objectives,” said Jonathan Shean, COO of Continuum. “We’re excited to unleash the refreshed look and feel, which best reflects our future as a company.”

Continuum evolved out of two long-standing and successful companies: A.T. Clayton, a paper services company, and J.S. Eliezer & Associates, a print consultancy business. All three sister companies are wholly-owned subsidiaries of the Marubeni Corporation, a \$55 billion global organization. These strong relationships, along with Continuum’s customized technology platform, Gateway, provide clients with the people, processes and technology required to dramatically impact their print strategy.

“The new brand, logo and website reflect a new direction in thinking,” said Mark Vallely, CEO of Continuum, noting the rebrand will not affect the company’s operations. “They’ve propelled our company into the future with a fresh, clean look, but we’ll continue to provide the same exceptional level of experience, customization, creativity and client focus, all backed by a platform like no other in our industry.”

The name change and rebrand were made with many goals in mind. The new name will prevent any confusion with sister company, J.S. Eliezer & Associates and reinforce the expertise clients receive along the full spectrum of print management needs. With this rebrand, Continuum looks to the future, while continuing to ensure that their clients’ print management processes are fully covered and move forward efficiently.



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.

###