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DNI Corp Acquires Mailer's Choice to Strengthen Position as Regional Leader in Direct Mail, Transactional Communications and Fulfillment Programming

Robert Cook named president to lead and grow expanded DNI Corp

NASHVILLE, TENN. – January 26, 2021 – [DNI Corp](#), a leading mail fulfillment and transactional communications solutions company, today named Robert Cook to the role of president following the company's acquisition of [Mailer's Choice](#), the oldest and largest privately held direct mail and fulfillment business in Middle Tennessee. With the integration of Mailer's Choice, DNI Corp becomes one of the most comprehensive providers of direct mail, transactional communications, and fulfillment services in the southeast United States.

Cook has more than 35 years of digital print, manufacturing, fulfillment, and distribution experience, including almost two years with DNI Corp where he helped guide the company's strategic plan. Effective February 1, Cook succeeds Andrew Honeybone who is leaving DNI Corp to assume a leading role in healthcare human resources.

"The Mailer's Choice transaction and Robert's appointment are exciting milestones and we're grateful for Andrew's inspiring leadership over the past two and a half years," said **Jono Huddleston**, Owner and Chief Executive Officer, DNI Corp. "We are well-positioned for DNI Corp to be first choice for business-to-business and business-to-consumer marketing and fulfillment projects for all types of companies, non-profits, religious organizations, and political and advocacy campaigns."

The combined team represents one of the most experienced and talented print, mailing, and fulfillment specialist operations in the state of Tennessee. In addition to its valuable client relationships, DNI Corp acquired from Mailer's Choice tenured employees and expert capabilities ranging from pick-and-pack assembly to complex custom kitting.

"Mailer's Choice is a great cultural addition to DNI Corp as the team shares a similar mindset and knows that we need to earn client trust with every business opportunity through a customer experience grounded in service, quality, and accuracy," said **Huddleston**.

THE ART OF DELIVERY

We promise to provide the most secure, effective, and innovative delivery solutions with unprecedented care for our employees, business partners, and clients.

Mailer's Choice was founded 1979 by Dave and Terri Hedges. The company has grown to provide strategic quality mail flow management for small companies to large corporations. Likewise, DNI Corp has been active in the Middle Tennessee business community since 1984 and evolved from its roots as a pure direct mail provider to now offering a comprehensive set of business solutions across the print communications and mailing services spectrum.

“The DNI Corp team is simply the best and it’s a tremendous honor to be asked to lead this growing company. With Mailer’s Choice, we’re able to combine more than four decades of expertise in marketing and fulfillment projects with DNI Corp’s successful 36-year track record in direct mail, print communications and mailing services,” said **Robert Cook**, President, DNI Corp. “Ultimately, our clients make all the difference and I look forward to bringing our best-in-class support and services to help them grow their organizations and businesses.”

Cook moved to Nashville and joined DNI Corp in 2019 as vice president of operations. Throughout his career he specialized in on-demand manufacturing utilizing digital print and manufacturing, tied to fulfillment processes. He is an expert in streamlining automation for improved efficiencies and capacity growth management. Prior to DNI Corp, Cook was vice president of operations at RR Donnelley in Maryland. Prior he managed print, automated fulfillment, inventory and logistics for Merrill Corporation for twenty years and was responsible for multiple sites in the Midwest and on the East Coast. Cook also served as general manager of Operations for RR Donnelley’s Kansas City print and distribution facility.

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About DNI Corp.

Dating back to its company founding in 1984, [DNI Corp](#) has prided itself on “The Art of Delivery” by providing direct mail fulfillment and transactional communication solutions to clients across a range of industries, to include insurance, health care, utilities, transportation, and the public sector. The company is committed to offering bundled solutions across the direct mail and statement processing spectrum to support the efficiency and effectiveness of their clients’ communication, engagement, payment, activation, and acquisition initiatives. DNI Corp has been proud to call Nashville, Tennessee home since opening its doors and services to clients and customers across the United States and Canada.

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