



NEWS RELEASE

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For immediate release

Continental promotes Martin; hires Hull and Anderson

Oshkosh, Wis.—Continental Girbau Inc. recently announced changes to its Marketing and Advertising department. Tari Martin, who joined Continental in 2005 as Continental Creative Services (CCS) graphic designer, was recently promoted to director of marketing communications. Additionally, Jodi Hull and Laura Anderson recently joined Continental as advertising assistant and graphic designer, respectively.

- Martin, of Ripon, Wis., has served Continental for seven years, spearheading the success of CCS, according to President Mike Floyd. CCS – a subsidiary of Continental – provides advertising, public relations and marketing services to Continental distributors and their customers across North America.

“Tari has demonstrated consistent growth and outstanding creative and management capabilities. Her proven performance, dedication and attitude make her a perfect choice to assume overall management of Continental’s Marketing and Advertising Department,” said Floyd.

In her new role, Martin is charged with overseeing all aspects of advertising, public relations and marketing for Continental, its divisions, subsidiaries and brands. Martin holds a bachelor’s degree in journalism-advertising and public relations from the University of Wisconsin-Oshkosh, in Oshkosh, Wis., and an associate’s degree in information technology-web development from Moraine Park Technical College, in Fond du Lac, Wis.

- Hull, of Fond du Lac, Wis., comes to Continental with 16 years of graphic design, marketing and print production experience. Most recently, she served as a design specialist at

Ep-Direct Printing, in Fond du Lac, where she handled graphic design and pre-production packaging for more than 13 years.

“Jodi is an experienced, effective and creative designer with unrivaled organizational skills,” said Martin. “At Continental, she manages advertising and marketing for several divisions and projects.”

Hull holds a bachelor’s degree in fine arts, with a concentration in graphic design, from the University of Wisconsin-Milwaukee, in Milwaukee.

• Anderson, of Appleton, Wis., is a graduate of the University of Wisconsin-Green Bay, in Green Bay, Wis., where she earned a bachelor’s degree in studio art, with a concentration in graphic design. Anderson joined the Continental team in 2010. In her new role at Continental, she handles a mix of design and production work, focusing on the development of print collateral and direct mail materials for CCS.

“Laura will work closely with vendors and distributors to develop advertising and marketing pieces to benefit Continental, its distributors and end-users,” said Martin. “She’s a talented graphic designer who takes great pride in her work.”

Continental Creative Services is a marketing communications company that brings cost-effective marketing, advertising and public relations services to Continental distributors and their customers. Continental Girbau Inc.’s commitment to providing quality distributor-support services spurred the development of Continental Creative Services (CCS) in 2005.

CCS was originally created to help Continental distributors regionally distinguish themselves from their competition. As a subsidiary of Continental, CCS provides distributors with effective marketing, public relations and advertising services to strengthen distributorship sales, credibility and customer loyalty.

Today, CCS has grown to offer a multitude of services, including design, printing, photography, signage, public relations, Website development and advertising.

To discover more, visit www.continentalccs.com, or call 800-256-1073.