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ALLEGRA RECEIVES INTERNATIONAL AWARD FOR OPERATIONAL EXCELLENCE

LANSING, Mich., Aug. 23, 2017 – Brad and Shirley Naghtin, owners of Allegra Marketing – Print – Mail in Lansing were recently honored with an annual Operational Excellence Award from leading marketing, print and graphic communications franchise network, Alliance Franchise Brands.

They were recognized for excellence in managing their business to achieve exceptional levels of productivity, profitability and growth while remaining focused on helping local businesses achieve marketing and outreach success.

“Every organization regardless of size benefits from a strategic and streamlined approach to their marketing communications,” said Brad. “This recognition underscores our dedication to provide professional guidance to area businesses in selecting the most effective options to meet their goals.”

Allegra, located at 5731 Enterprise Drive, is a full-service marketing communications provider with the latest in printing technologies including full-color printing with aqueous coatings, presentation folder printing, mailing services, short run digital printing, personalized printing capabilities, graphic design, posters and banners, promotional products and project consulting.

Allegra Marketing – Print – Mail is locally-owned and operated and is a member of the Alliance Franchise Brands network, a world leader in marketing, graphics and visual communications, linking more than 600 locations in the United States, Canada and the United Kingdom.

For more information, contact the award-winning Allegra Marketing – Print – Mail in Lansing at (517) 394-2995, or visit the company’s website at <http://www.ally-press.com>.

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