

V.G. Reed & Sons

Louisville, Ky.

**Most Recent Fiscal Year Sales:
\$27.6 million**

**Previous Fiscal Year Sales:
\$22.30 million**

Change: +24%



*Shown is an aerial view of
V.G. Reed & Sons' facility.*

V.G. Reed & Sons was founded as a provider of printed communication products by Virgil Glenn Reed in 1938. Current

President and Owner Robert “Bobby” Reed Sr. constitutes the third-generation leadership in the family business. Under his guidance in this role (2011-present), the company has flourished. Fourth-generation Reed family members are part of the existing workforce and are being mentored for leadership roles as part of the succession plan that Bobby Reed Sr. has put into place.

Today, V.G. Reed & Sons serves a range of vertical markets, including the manufacturing, financial services, marketing/commercial, pharmaceutical, health care and insurance segments, many of which are comprised of Fortune 100 companies.

The firm offers a variety of print and finishing services that include cold and heatset web offset and sheetfed offset printing, along with full-color and monochrome digital printing solutions. The printer also has a full-service bindery, mailing department and fulfillment capabilities. Some of the printed products V.G. Reed produces include instruction manuals, fact sheets, provider kits, directories, direct mail, publications, catalogs and inserts.

According to Bobby Reed Sr., the company’s success is due in large part to its skilled and talented workforce, by not becoming a single niche provider and through organic growth with existing customers. “While we are focused on a handful of markets, we do not limit our sales efforts when it comes to landing new clients,” he notes. “We believe in our processes and that has translated to new contracts.”