

**P R E S S R E L E A S E**



*Bob Yeck and Greg Sabatino*

## **Yeck Adds Capability in Joint Venture with Sabatino**

**Dayton, July 12, 2016:** Yeck Brothers Company (YBC) today announced that increased growth and rapidly expanding exposure to national accounts has prompted them to add new capabilities to their direct mail and fulfillment services. Yeck has been one of the most successful full service direct mail companies in Dayton.

For over 75 years, Yeck has led the way in developing successful direct mail and fulfillment programs, and now seeks to broaden their offering with Greg Sabatino's new company Guts & Glory based in Los Angeles.

Says Bob Yeck, President of YBC for nearly 20 years, *"We have been doing work behind the scenes for some of the largest corporations in the US. But, as we keep growing, we want to make sure we can offer our clients not only direct mail and fulfillment services, but expand into greater levels of technology-based communication, including all aspects of digital, online promotion, and even original content. I've known Greg Sabatino for years, and since he was coming back to open the Midwest market for his LA-based company anyway, it seemed like a natural for us to get together."*

Says Sabatino, CEO of Guts & Glory for the last three years, *"The opportunity to work with Bob and the incredible people at Yeck Brothers is exciting for us. Their reputation as one of the premier direct mail companies in the US today is so strong that I think everyone knows they will do the same thing with the new capabilities they're adding to their core competencies. Our company in LA is a full service advertising agency, but in our first 3 years of operation, 70% of our business is digital or original content (websites, landing pages, data visualization, and online promotion, commercials, and video production of all kinds)."*

Yeck continued, *"For the people who don't know or don't remember, Sabatino Day Agency was one of the largest full service agencies in the area for many years. Through Greg's new company, we now have Greg's partner i.ko (Frank) Wilson. i.ko's capability in the tech area is almost legendary. He has played a key role in the growth of such west coast powerhouses as Beachbody, and Break.com. He is on the cutting edge of all the latest technology and is crucial to work Guts & Glory is doing for Yahoo, Vail Resorts, Legion of Creatives, and other west coast accounts. Greg and i.ko's company is even a preferred provider for Apple TV!"*

Wilson remarked, *"We couldn't have asked for a better partner to work with when coming to the Midwest. As Creative Director for our company, the idea of working with not only our clients but some of the great names Yeck is working with is truly exciting. And, we can now offer our west coast and Midwest clients the great direct mail and fulfillment services we couldn't provide before."*

Yeck is located at 2222 Arbor Blvd in Dayton, Ohio with over 30 employees. Yeck works with several Fortune 500 Financial and Information companies providing a wide variety of services including strategy, creative concept, copywriting, database manipulation/management, production, hand bindery operations, plastic ID card technology, and all facets of the direct mail process. This new association has the potential to brand Yeck the leading full service marketing communications provider in the market.