

**FOR IMMEDIATE RELEASE**

## **Company Folders, Inc. Enacts Innovative New Lifetime Warranty**

### **Printing company backs its products with a lifetime quality guarantee**

**Keego Harbor, MI – August 16, 2016** – Company Folders, Inc., the standard-bearer in online printing, recently launched a bold new quality initiative: a lifetime warranty on its products. The first of its kind in the printing industry, Company Folders' innovative lifetime warranty (<http://www.companyfolders.com/lifetime-warranty>) stands as a testament to the brand's pride in offering customers a wide variety of high-quality printed marketing materials.

Growing up in the former Soviet Union, founder and CEO Vladimir Gendelman encountered limited, low-quality product options and poor customer service that would later inspire him to make his business customer centric. Gendelman said, "Our goal has always been to give our customers products that look their best and last a long time. With the lifetime warranty, we're putting our money where our mouth is."

Under the new warranty, customers can receive replacements for merchandise that has inherent manufacturing blemishes or that stops working properly at any time after purchase, whether that's twenty days or twenty years.

It's a bold promise to make, especially for a small company that was on the brink of bankruptcy less than four years ago. According to Gendelman, the risk is worthwhile: "As a business owner, making an open-ended promise like this can be a bit intimidating, but the warranty motivates us to stay on our toes. It's going to help us improve and grow, instead of stagnating like so many businesses do."

Company Folders' growth has recently skyrocketed. In 2015, the online printer received its first ranking on the Inc. 5000 list of America's fastest-growing private companies; 2016 saw the company rank for the second time. "Ranking in the Inc. 5000 for two consecutive years is huge for us, because it shows how far we've come, when just a few years ago we were struggling to keep our doors open," said Gendelman.

The dual rankings were just the right precursor for Company Folders to launch its rebrand, which includes the new warranty. "We may have started out as a small boutique, but now we compete against billion-dollar companies. We are a high-end printer, and we wanted this rebrand to be more reflective of that," said Gendelman.

Along with the warranty, Company Folders released a renovated logo. Bold, stylized CF initials have replaced the old icon, while slender type gives the company name a more

modern feel. The CEO stated that his brand's stylish new logo and unprecedented lifetime warranty are just the first steps toward an even more successful 2017.

**About Company Folders, Inc.**

Company Folders ([www.companyfolders.com](http://www.companyfolders.com)), the standard-bearer in online folder printing, offers excellent service and the industry's largest selection of folders and style options backed by a lifetime warranty. The Keego Harbor, Michigan company earned rankings on the 2015 and 2016 Inc. 5000 lists of the fastest-growing private companies in America. Founded in 2003, Company Folders has since worked with thousands of organizations to create one-of-a-kind print marketing materials that showcase each customer's unique brand identity. For more information, please visit <http://www.companyfolders.com>.