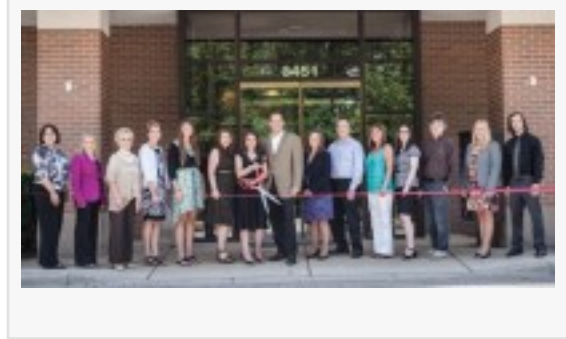


# Continuity Programs Opens Doors to New Headquarters

*Walled Lake-based relationship marketing and customer retention strategy firm moves to larger office space nearby.*

WALLED LAKE, MICHIGAN, USA, July 29, 2013

/EINPresswire.com/ -- [Continuity Programs](http://www.continuityprograms.com/), a leader in customer relationship marketing and client retention strategies, has moved its corporate headquarters to a new location within the same city. The company's new address is 8451 Boulder Court in Walled Lake, Mich. Its phone and other contact information remain the same. Continuity Programs has increased its space three-fold to accommodate new equipment and expand its marketing team.



A ribbon cutting ceremony was held to celebrate opening its new office. The newly renovated space is near the former location that it occupied since 1989. The company, which was recently featured as a 2013 Economic Bright Spot by Corp! Magazine, can now serve its clients with the latest in technology even better.

The new equipment will be unveiled at an open house at Continuity Programs' new office on Thursday, Oct. 24, 2013. These items help distinguish the company's [advanced customer service](#) from the competition and include two high-volume Xerox commercial 770 Digital Color Presses, two Xerox ColorQubes with specialized finishing and booklet making, a Neopost DS85 Four-station Inserter with Maxifeeder, a Neopost AS950 Color Envelope and Address Printer with full-bleed capability, a Neopost TA25 Tabbing and Stamping System, a Neopost PF90 Automatic Folder, and a Neopost IS480 Mailroom Dynamic Scale and Meter.

"With these changes, we are able to provide the best image quality available, increase production capabilities, reduce costs and become more efficient," said Kirk King, president of Continuity Programs. "The shorter turnaround times will help us to improve the quality and expand our product offerings and meet our clients' increasing demands for personalized and variable data marketing solutions."

About Continuity Programs: Continuity Programs (<http://www.continuityprograms.com/>) is a customer relationship marketing firm based in Michigan. It provides a variety of customizable turn-key systems, including personalized direct mail and e-mail campaigns, customer satisfaction

surveys and [intelligent database marketing](#). Continuity Programs works with clients to increase customer retention, systematically cross-sell, and generate leads and referrals. Its clients come from a wide array of industries, including banking, mortgage, insurance, heating and cooling, home performance, real estate, legal, financial planning, moving, automotive and child care.

Press release courtesy of Online PR Media: <http://bit.ly/13UbSWU>

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