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## **FOR IMMEDIATE RELEASE**

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## Metas Managed Label Services® Honored as One of the 2019 “Michigan 50 Companies to Watch”

(Grand Rapids, MI) – Metas Managed Label Services® has been recognized as one of the 2019 “Michigan 50 Companies to Watch,” an awards program presented by Michigan Celebrates Small Business.

Metas Managed Label Services® will be honored at an awards ceremony during the fifteenth annual Michigan Celebrates Small Business gala event, May 8, 2019 in Lansing, Mich.

Metas Managed Label Services® provides label production technology and support to business and print converters. Their patent-pending print service model has been able to reduce companies’ label production costs by as much as 50%, while at the same time delivering a level of customization and ease not possible with traditional label printing methods. Metas has formed partnerships with tech giants Konica Minolta and Epson to make their tech and service offerings more widely available throughout North America.

“People don’t realize how omnipresent labels are,” said Metas’ Partner / Managing Director Blake Middleton. “Anything you purchase—anything—there’s a label involved somewhere, and usually several of them. The label industry has yet to take full advantage of what today’s tech makes possible, but we’re aiming to change that. The service-oriented tech we provide at Metas means business owners can bring their labelling production in-house, and do so with the same level of customization, efficiency, and flexibility they expect in every other part of their business. We couldn’t be prouder to be guiding our partners in these new fundamentals of label tech, supply, and support.”

“We are very proud and honored,” said Mike Kaman, Partner / Director of Strategies, “to be a part of such a tremendous group of Michigan businesses, a group that shows the innovative spirit and entrepreneurial insight that Michigan has long been known for. At Metas, we see ourselves contributing to that reputation by exploring entirely new spaces in business efficiency, and carrying the savings from that efficiency to business owners, which in turn helps them invest more into their own innovation. Label production is an enormous market and it’s primed for huge disruptions. We’re just excited to be the first to see and capitalize on that opportunity and we’re doing it in my hometown, right here in West Michigan.”

“Our family has been in the label printing industry for over 60 years,” said Steve Middleton, Partner / Founding Member. “And now we’re entirely remapping the labeling landscape. The same level of ease, predictability, and savings that Xerox brought to the office printing industry—that’s what we’re bringing to the label printing industry.”

Companies who are selected as a “Michigan 50 Companies to Watch” are a remarkable group of second-stage companies. Defined as having 6 to 99 full-time-equivalent employees and generating \$750,000 to \$50 million in annual revenue or working capital from investors or grants, these companies form the backbone of Michigan’s economy. Representing all regions of the state and a diverse range of industries, companies like Metas Managed Label Services® are known for their exceptional entrepreneurial leadership, creation of innovation or use of innovation in creative ways, and their sustainable competitive advantage.

“We at the Michigan Celebrates Small Business organization are proud to recognize these exceptional companies. They are a tremendous part of Michigan’s success and we are excited to see what the future holds for them,” said J.D. Collins, State Director of the Michigan Small Business Development Center and a member of the Michigan Celebrates Small Business Board of Directors.

Winners were selected by Michigan-based judges from the banking, economic development, entrepreneurship development, and venture capital communities. The selected companies also go through a rigorous due diligence process.

Michigan 50 Companies to Watch is presented by Michigan Celebrates Small Business. The program received nearly 600 award nominations in 2019, which surpassed the last year’s record of 425 nominations.

Michigan Celebrates Small Business (MCSB) is a collaboration of trusted statewide founding organizations who offer resources for small businesses. Since 2005, Michigan Celebrates Small Business awards gala has placed a spotlight on how small businesses positively impact our communities and state. The MCSB organization is focused on supporting, promoting and celebrating small businesses in Michigan.

The Michigan Small Business Development Center is the managing partner of Michigan Celebrates Small Business in 2019. Michigan Celebrates Small Business was founded by the Michigan Small Business Development Center, Michigan Economic Development Corporation, U.S. Small Business Administration - Michigan, Edward Lowe Foundation, Michigan Business Network, and the Small Business Association of Michigan.

Founding sponsors are the Michigan Economic Development Corporation, PNC Bank, AF Group, and Dynamic Edge, Inc.

Information about Michigan Celebrates Small Business can be found at [www.MichiganCelebrates.org](http://www.MichiganCelebrates.org).

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**metas**

MANAGED LABEL SERVICES®

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