



Claritus Sioux Falls expands operations by 16,000 sq. ft.

Sioux Falls, SD, January 18, 2011 – Claritus, a regional leader in the mailing and identification industry, has acquired and relocated its Sioux Falls, SD office. The recent purchase was made necessary due to consistent growth over the past decade.

“20-years ago our 4,000 sq. ft. facility on South Willow Avenue seemed huge but within the past 10-years its become increasingly difficult to process and display all of the elements needed to successfully run the business. At 20,000 sq. ft. our new building affords us the opportunity to continue our growth into the next decade” says Claritus President Dave Herbert.

Winner of numerous national awards Claritus specializes in postage machines, folding/inserting equipment, address printers, mailing software, print stream software, web based postage, employee ID cards, door entry card readers, security cameras and access control software.

Director of Sales Nick Kellen has witnessed a changing marketplace produce a steady growth in sales. “On the mailing side of our business we have experienced tremendous growth as our primary competitor Pitney Bowes has continued to decline in market share. A slowed economy has also prompted many mailers to look for ways to reduce outgoing mail costs by utilizing various types of print stream management solutions and/or bringing mail processing back in-house as outsourcing costs have escalated. On the identification/access control side of our business we began offering our ID card customers with door access solutions and it took off quickly as commercial accounts began demanding single source resources such as Claritus for cards, readers, wires, cameras and software.”

Claritus maintains offices in Sioux Falls, SD, Dakota Dunes, SD, Lincoln, NE and Omaha, NE. If you would like additional information please contact Dave Herbert at (402) 421-2323.