

J.B. Kenehan acquired by Iowa media group

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Jon Troen of Mittera Group and Tom Majdoch of J.B. Kenehan.

Waukesha-based printing company J.B. Kenehan has been acquired by Des Moines, Iowa-based Mittera Group, a family of media companies focused on multichannel communications.

J.B. Kenehan has printing plants in Waukesha and Beaver Dam, and sales offices in Chicago, all of which will continue operating. The acquisition will provide J.B. Kenehan's customers with expanded services, including a larger print and finishing manufacturing platform, direct mail, data analytics and reporting, application development, design, photography, strategic analysis and social and digital marketing.

Following the acquisition, the combined companies are expected to have \$135 million in annual sales and more than 750 employees at 10 Midwest locations. There were just over 170 employees at JBK, all of whom will retain their roles.

This is the third media company The Mittera Group has acquired in the past two years.

The other print companies in the group are Brookfield-based Wisconsin Web Offset, and Iowa-based Rock Communications and Colorfx. The group also includes Catchfire Media and Sundog Studios, both of which are in Des Moines.

“Right now what we’re absolutely focused on is the employees and the customers,” said Jon Troen, president of the Mittera Group. “Nothing is changing right away.”

Milwaukee-based investment banking firm Promontory Point Capital served as J.B. Kenehan’s financial advisor in the transaction. The transaction price was not disclosed.

“This is an all-around great move,” said Tom Majdoch, president of J.B. Kenehan. “The added value and convenience of Mittera’s omni-channel communication solutions, in addition to the scale of their manufacturing, positions us to be even better partners for our customers.”

“As the industry continues to consolidate, the ability to expand both organically and through strategic acquisitions is key to our growth plan,” Troen said. “J.B. Kenehan’s Beaver Dam and Waukesha facilities, along with Kenehan’s Chicago division, Service Communications, not only widen our geographic reach, but also enhance our capabilities.”

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