

**An Interview with ACG NJ's Field Trip Event Host  
Steven Babat  
President and CEO of DG3**

*Conducted by Deborah Richin, Board Member, ACG New Jersey*

Steven Babat is the Worldwide President and CEO of DG3, a diversified global communications firm with its roots in printing. He joined the management team as the CFO when its current private equity owner acquired the company. Following the retirement of the company's prior CEO in January, 2018, Steve moved into the spot.

DG3's strategy is to invest in upstream and downstream services for its clients that complete and integrate the communications supply chain, including advisory, design, print, logistics, promotional items, digital marketing and technology based content management services. This strategy enables attractive growth in a constantly changing communications environment by evolving offerings beyond print. A global company with 30% of its business coming from outside of the US, DG3 is headquartered in Jersey City, NJ to be close to NYC which is a core client hot spot for the organization.

The management team at DG3 has transformed the traditional print business. The ever changing landscape has opened up new customer segments as well the opportunity to offer expanded services to existing clients. DG3 has an extensive roster of blue chip clients who are using an array of products and services beyond print.

In the financial communications segment DG3 has expanded to providing legal and strategic advisory, design and advanced SEC filing solutions for shareholder communications.

In the consumer space, data management is becoming increasingly important and DG3's solutions help clients tie together data, analytics and output for omni-channel communications. They now see themselves as a business that supports omni-channel communications through offset and digital print, direct mail, eblasts and websites. Direct mail services, now located in Secaucus, NJ started via a small acquisition which DG3 has grown to service existing and new clients. Their ability to integrate data, delivery and omni channel services has differentiated the company.

"We need to support our client's objectives and the demand for data driven communications is making custom communications a key growth area", said Steven Babat. DG3 is continuing to invest in new technology and equipment to better service our customers. Printing now exists as an only a single element in a broad mix of communication strategies to further customize delivery of products for our clients in support of their business objectives.

DG3 is opening up their headquarters to host the members of ACG NJ and share their story directly hearing from the management team. A tour of their state-of-the-art facility is part of the evening's agenda as well as an opportunity to network and share some refreshments with other business executives. Register today to secure your opportunity to learn more and increase your network.

Please join us on November 7 from 5:30pm – 8:00pm in Jersey City as Steven Babat, together with DG3's CFO Mike Roth, share more about their print and digital communications business. To learn more about **DG3**, please visit [www.DG3.com](http://www.DG3.com).

**ACG NJ Field Trip Event**

November 7, 2018

5:30pm – 8:00pm

DG3

100 Burma Road, Jersey City, NJ

[Click here for more information or to register](#)