



four by three
design + development



For Immediate Release:

Bryn Mawr, PA -- June 13, 2018, Bryn Mawr-based digital agency, 4x3, LLC has acquired Wayne-based design group, 321 Creative Inc. 321 Creative's depth of experience in print-focused design, branding and advertising will complement the online, digital agency-focused 4x3, LLC. 4x3's experience in the digital space will provide added value to 321's current clients.

Amy Siano, President and Creative Director of 4x3, LLC will spearhead the day-to-day operations along with Stephen Siano, CTO, 4x3, LLC. Howard Greenberg, principal at 321 Creative will take on an advisory role at 4x3.

Mr. Greenberg has been in the design field for over 40 years and is passionate about the work he has created and the client base he has built. "I have great confidence the team at 4x3 that will carry on the 321 Creative mission." Mr. Greenberg says, "I have worked with Amy and Stephen, and sincerely believe they will exceed expectations in continuing to deliver great creative solutions for 321's client base. This opportunity gives me the chance to dial back a bit, but still do the work I love."

"Howard will continue to be an important part of the team at 4x3 and will advise 4x3 on current, ongoing and future projects from 321 Creative's clients, as well as work to develop new business," says Ms. Siano. "We have been collaborating on projects and it became clear that there was a lot of synergy with our two companies, so when Howard approached us about his eventual retirement, we thought it would be a great opportunity to incorporate the knowledge, skills and experience of the 321 Creative team into 4x3's services."

4x3 has prepared a seamless transition for 321's Creative clients. As part of the acquisition, 4x3 welcomes the 321 Creative team of Senior Art Directors, Gregg Whitlock and Mike Spangler. "We are thrilled, Mike and Gregg's talents will be a tremendous asset to the company and their extensive experience will add a new dimension to 4x3's capabilities," added Ms. Siano.

Coinciding with the acquisition of 321 Creative, 4x3 has relocated to 893 Penn Street in Bryn Mawr. "The new combined 4x3 / 321 Creative team needed a bit more space and we felt it was the right time to start fresh with a more collaborative environment," says Ms. Siano.

About 4x3, LLC

4x3, LLC is a creative agency located in suburban Philadelphia that provides solutions for corporations, small businesses and non-profit organizations. 4x3 delivers start-to-finish, on-target creative design, content, marketing, and advertising for clients with fresh, current approaches to their local, regional and national efforts. Our services include branding, print collateral, advertising design, content marketing, logo design, responsive website design, website development, SEO, social media marketing and event marketing.

4x3, LLC is certified as a Women's Business Enterprise (WBE) through the Women's Business Enterprise National Council (WBENC).