

Walker 360 Acquires

Atlanta-Based

Sull Graphics



Walker 360 President Taylor Blackwell continues to expand his footprint through acquisitions, the latest being Sull Graphics, located in Ball Ground, Georgia, just outside of Atlanta. The company specializes in direct mail, wide format, and general commercial printing and generated about \$6.8 million in sales in 2025 with 35 employees. This is the third purchase Blackwell has done through New Direction Partners.

Walker 360 is headquartered in Montgomery, Alabama, with a second facility in Chattanooga, Tennessee. Walker360 specializes in Book Printing, Label Printing, Direct Mail and has brands that include Hudson Ink and Seek Publications. Walker360 has office locations across Alabama, Georgia, and Tennessee.

"New Direction Partners knows that I'm always looking, and they came to me with this opportunity," Blackwell said. "It's only an hour and a half from one of my other facilities, so that was a natural fit. As soon as I reviewed the materials, I told them I was interested and they brought my offer to Sull Graphics, who, I think, was quite surprised they had an offer that quickly! I worked with Tom Williams on the last two deals, and Randy Camp joined him in shepherding this deal through."

This was contracted as a tuck-in asset purchase, with Sull Graphics mostly consolidating into Blackwell's Chattanooga facility. He intends to keep some of the production employees, and many of the people who can work remotely, like customer service, data, prepress, as well as some of the management.

"New Direction Partners has been great to work with," Blackwell added. "They are well-connected, and they know the business. One of the nice things about working with them is that they are good at setting realistic seller expectations before putting a company on the market. That way there are no surprise to the seller, and it makes negotiations go more smoothly."

For companies interested in selling, Blackwell highly recommends working with New Direction Partners because they know they know how much a company will be worth, they know the industry, and they know who is looking to purchase. "I don't recommend trying to do a valuation with your accountant," he said, "because they generally over value companies and don't understand the specialized ins and outs of the industry. I also recommend leaving the lawyers out of it until the very end, after all the business terms have been decided. Typically, the language is pretty standard from deal to deal."

Blackwell continues to look for additional expansion opportunities in the Southeast, and is looking forward to working with New Direction Partners as those opportunities arise.

