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## **Matrix Four Limited Marks 50 Years — Bringing Brands to Life**

**LONDON, Ontario (2026)** — Matrix Four Limited, a London, Ontario-based full-service marketing and packaging agency, is celebrating its 50th anniversary this year—marking five decades of helping organizations bring brands to life through design, production, and packaging expertise.

Founded in 1976 by mechanical artist David Borland, Matrix Four began by providing camera-ready artwork for local studios and printers. Those were the days of creating art by hand, crafting copy in written form, working through printed edits and rewrites, then delivering everything to the client on foot or by courier.

The studio expanded its services in 1987 when Mary Lou Core joined as a partner. Followed by Erika Hamilton-Piercy as a Designer. With additional capacity and skill sets, Matrix Four broadened into graphic design, supporting in-house marketing teams at large manufacturers and organizations. Early clients included O-Pee-Chee (sports cards and candy packaging), Inmont/BASF, Aylmer/DelMonte, Nabisco, London Life, and McCormick Canada.

As technology advanced, so did Matrix Four’s ability to deliver. Projects moved faster, output became more controlled, and finished art became more accurate. No longer was there a need for measuring, drawing, and specifying text—teams could experiment with fonts, sizes, and picture placement more efficiently. This was a win-win for the Client and for the studio.

Developing O-Pee-Chee hockey cards was among the early Matrix Four projects. Creating sized text, which would be printed and assembled onto oversized press sheets.

The arrival of digital art tools, such as Photoshop, was an instant game-changer. No longer reliant on photography supplied as-is, finessing images by cropping, retouching and removing imperfections could be done in minutes.

Evolution has been key to Matrix Four’s success over the past 50 years. The agency has continued to stay ahead of growing marketing needs—combining traditional print knowhow with current-day digital design and production services, scaling to meet client needs with retail-ready packaging design, as well as national broadcast commercials and paid advertising campaigns. Today, the agency supports brands across Canada, throughout the U.S., and in several international markets.

“Fifty years is a milestone we don’t take lightly,” said Susan Murphy, President of Matrix Four Limited. “It’s a testament to working in tandem with our clients, staying accountable to the work, and staying curious about what’s next. In fact, I was a client of Matrix Four

before joining the team in 2001. Our roots are in production, and that practical mindset still guides how we solve problems for brands today—whether they’re local, national or operating internationally, on the shelf or online.”

Matrix Four’s longevity is grounded in long-term client relationships and a service model built for clarity and trust.

Across its history, Matrix Four has partnered with organizations in food packaging, manufacturing, and professional services. In the late 1990s, Matrix Four’s work expanded into broader marketing strategy and multi-channel execution—supporting campaigns that included print collateral, direct mail, websites, and video. This evolution helped shape Matrix Four into the full-service agency it is today.

In addition to client work, Matrix Four has supported community organizations and initiatives that do good in the place where the team also lives and works, including Wellspring London and Region, Operation Walk Canada, Community Counselling London, and LifeSpin, among many other local impact groups.

As Matrix Four looks ahead, the agency remains focused on helping brands navigate the evolving B2B and B2C landscape. The Matrix Four team continues to support brand owners through creative strategies backed by production expertise and digital reach. As the agency has always affirmed, when its clients succeed, that is Matrix Four’s greatest success.

## About Matrix Four Limited

Matrix Four Limited is a brand marketing and packaging agency based in London, Ontario, Canada. With 50 years of experience, the agency provides packaging design, brand identity, and marketing materials for organizations in food packaging, manufacturing, and professional services. Matrix Four offers free initial consultations and a flat-rate pricing model for in-house services, billing only for actual time incurred.

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