

Providing Printing & Promotions for over 120 years  
***Your ONE source for all things branded.***

Your Brand. Our Experts. Outstanding Results.



Branded Apparel | Promotional Advertising | Awards & Recognition  
Advertising Calendars | Signage & Displays | Commercial Printing

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# Promotional Advertising

For over 120 years, we've been helping our customers grow and achieve their marketing goals with the use of promotional products. We are committed to providing exceptional products, service and innovative solutions.

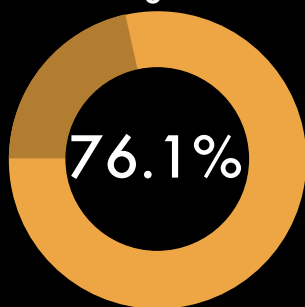
Promotional products are the only medium that engages all five senses. Customers can see, hear, touch, taste and even smell them. Plus, promotional products are easily affordable-yet their impression is long-lasting and readily measurable. Make promotional products an integral part of your marketing mix and watch clients grab onto your message.

## Promotional products will:

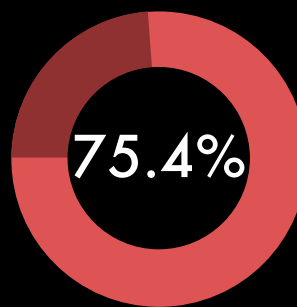
- ✓ Drive traffic to your tradeshow booth
- ✓ Improve response rates on direct mail campaigns
- ✓ Increase referrals
- ✓ Improve return business
- ✓ Improve employee morale



According to a recent study:



of respondents could recall the advertiser's name on promotional products that they had received in the past 12 months



of respondents said they kept their promotional products because they were useful

## Top 5 Reasons to Use Promotional Products

- 5 Open New Accounts - Stimulate interest and action during your off-season to avoid stagnant accounts and backward slide!
- 4 Promote New Facilities - Show your company's growth and success! Use a promotional product to notify existing and prospective customers of your new locations.
- 3 Motivate Employees - Don't forget the reason your company is successful - employees need motivation, just like your customers! Help grow a healthy and positive work environment. Try a safety, recognition, or suggestion program!
- 2 Develop Tradeshow Traffic - Skip the candy and jump out of the box at your next meeting, convention, or tradeshow with a unique promotional product. Visitors will be swarming your booth for a piece of the action!
- 1 Improve Customer Relationships - Every little bit counts even applies here. Each customer wants to know you appreciate their business, why not give them a solid gift to hold in their hand to make them sure!

# Commercial Printing

Our state-of-the-art, climate-controlled, 80,000-square-foot commercial printing facility offers a wide array of commercial printing products. We pride ourselves in producing exceptional results to give your company brand the best possible image. We're able to print on a vast variety of paper stocks, materials such as vinyl, hard plastics, magnetic material, metals and plexiglass.

Need a simple one to six-color flyer to promote a new product? We can do it. What about that complex booklet/pocket folio that you dreamt about last night? We can do that too! We offer impeccable attention to detail. From brochures, books, magazines, annual reports, business cards and letterhead to large-format banners and signs, we are the area's most complete commercial printer.

**We're able to provide you with these products and services (and much more)!**

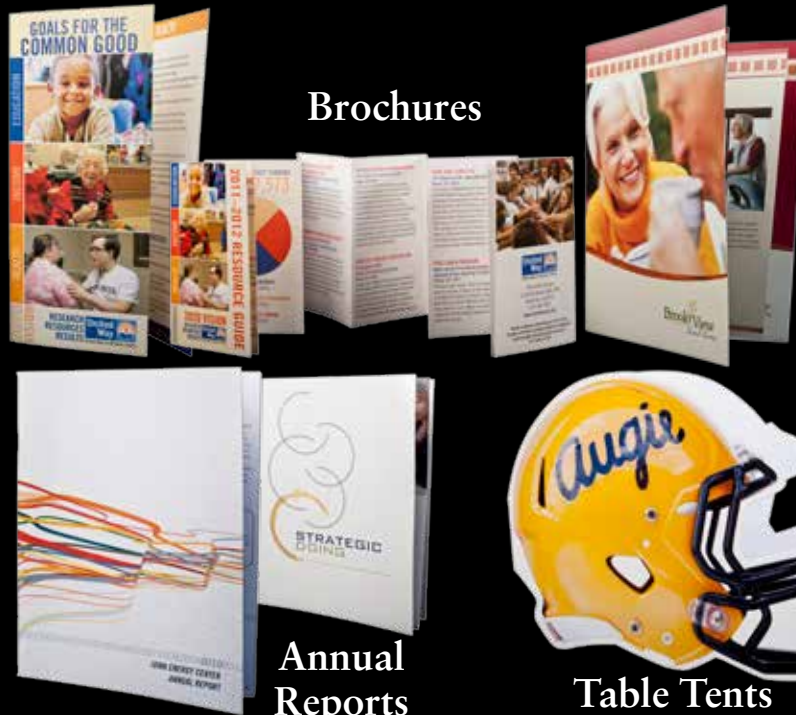
- ✓ Announcements & Invitations
- ✓ Greeting Cards
- ✓ Annual Reports
- ✓ Product Sheets
- ✓ Notepads & Journals
- ✓ Inserts
- ✓ Table Tents
- ✓ Booklets
- ✓ Catalogs
- ✓ Brochures & Pamphlets
- ✓ Newsletters
- ✓ Menus
- ✓ Door Hangers
- ✓ Manuals & Handbooks
- ✓ Books & Magazines
- ✓ Postcards



## Newsletters



## Brochures



## Door Hangers



## Annual Reports

## Table Tents



## What it means to be green

We are an FSC Certified Commercial Printer. So, what does it mean to be FSC certified, and why is it important? The Forest Stewardship Council is an independent, non-governmental, not-for-profit organization created to promote responsible management of the world's forests. The FSC label ensures that the paper stock used is from responsibly harvested and verified sources.





# Branded Apparel

Apparel goes everywhere people go to give your brand supreme exposure. Your company's message will always be a walking billboard on a fun, fashionable and functional item for everyone!

Our company offers a wide selection of apparel and headwear to fit your company's needs. Whether it's a uniform, gift, sales promotion, golf tournament, special event or award, we will help you find the perfect style.

Advertise in *Style*



## Brand names and styles that fit your unique needs

We have a wide array of styles to fit your company's needs and can help you find the right look for corporate, casual or sporty. Choose from thousands of timeless favorites, name brands and everyday essentials. From men's, ladies or youth – we have a style that is right for you. We offer price points to fit any budget. We can present styles that range from good, better or best to fit your unique needs.

## In-house decorating solutions

With our state-of-the-art embroidery facility featuring multiple embroidery heads and digitizing capabilities, we are ready to assist.

The decoration is a chance to make a great style your own. We can add our high quality embroidery to any style, providing a highly visible and appreciated billboard for your logo.



# Advertising Calendars

We offer a variety of advertising calendar styles to meet every need. With over 120 years of calendar experience, we have the capability to produce custom calendars unique to your business.

## Why advertise with Calendars?

We live in a digital world, yet the use of the paper calendar continues to maintain. A staggering 98% of people use calendars daily, so why not use them to promote your business. We're talking supreme exposure here!

A promotional calendar is one of the MOST effective forms of advertising and are prominently displayed all year in multiple locations in the home and office. Research proves that calendars are useful and valuable.

61%

of people look at a calendar 2-10 times a day

74%

of people can recall the advertiser on their promotional calendar

85%

of people do business with the company that supplied their promotional calendar



## We're the Custom Calendar Experts

Custom calendars are truly exclusive and unique.

We have a variety of options for creating a one-of-a-kind custom calendar. Whether it's customizing a stock calendar or creating your custom calendar, our experts can help you make yours 100% distinctive.

Customizing a stock calendar is easy, we have a multitude of options for you:

- ✓ Add coupons
- ✓ Create a custom back cover
- ✓ Insert sheets from letters
- ✓ Customize the date blocks
- ✓ Phantom Imprinting
- ✓ Personalization
- ✓ Packaging
- ✓ Custom images

Think of these Ideas for full custom calendars:

- ✓ Create a fundraiser – sell calendars at special events
- ✓ Company Anniversary – commemorate special events all year
- ✓ Employee Incentive – showcase top employees
- ✓ Product Showcase – feature your products and services throughout the year
- ✓ Multiple Locations – highlight various locations each month

Easy, Exclusive and Effective! From start to finish, we will make the process simple. What can be imagined can be created!

## Distribution is Key

There are multiple ways to distribute your calendars – personal delivery, over the counter, invitation to pick up or direct mail.

We have several styles available that are ideally suited for direct mail. Our team of experts can assist you with direct mail distribution. We can use your mailing list to mail calendars to both existing and prospective clients. The fact is mail boxes are much less “cluttered” than email inboxes. Recipients are delighted to receive a fresh, new calendar in the mail. We can assist you with including a “thank you” letter, special offer, coupons, company announcement, etc. to mail along with your calendars.



# Signage and Displays

Looking to advertise your business, promote a new product or short-term special, or do you need to announce an upcoming event? We produce promotional graphics such as banners, outdoor signage, sales brochures and window decals that will help you build your brand and promote your message.

Whether indoors or out, we have you covered. We understand the difference in long term use, single use, and seasonal use. We will find you the right product for your unique needs. Every business can benefit from signage.

We offer flexible vinyl banners with multiple color printing and precise finishing options to achieve the look you need. We provide a wide range of sizes to best meet your unique needs.

If you know exactly what you want, we'd love to hear from you to bring your vision to reality. Don't know exactly what you want? That's fine too. Our team of professional designers will work with you and walk you through the process in creating your custom banner.

## Our services include:



POLE BANNERS



LARGE SIGNS



YARD SIGNS



OUTDOOR SIGNS



INDOOR WALL SIGNS



OUTDOOR BANNERS



FREE-STANDING BANNERS



HANGING BANNERS

# Awards & Recognition

## Awards & Recognition signify that someone notices and someone cares.

Great workplaces recognize the efforts and successes of employees. Recognition deepens the bond of employees to the work place, shows respect for the effort and makes employees feel valued. People respond positively to recognition and appreciation.

Studies show companies that recognize their staff have a history of higher productivity and increased profit levels. Companies that recognize their people outperform companies that do not by 30% - 40%.

## Our experts can help you set up a supreme recognition program

Whether you recognize your team or your clients through the use of plaques, trophies, gift cards, jewelry, or merchandise – we can help.

### Why recognize and reward?

- ✓ Reinforce Goals
- ✓ Strengthen Company Image
- ✓ Create and Improve Employee Loyalty
- ✓ Encourage Personal Achievement
- ✓ Reward Performance
- ✓ Increase Productivity
- ✓ Build Self-Esteem and Motivation
- ✓ Build a Sense of Accomplishment
- ✓ Say Thank You for a Job Well Done



## Our experience with awards and recognition is extensive.

### Human Resources /Corporate Recognition

- ✓ Anniversaries
- ✓ New Buildings
- ✓ Mission Statements
- ✓ Birthdays
- ✓ Special Milestones
- ✓ Years of Service
- ✓ Attendance Programs
- ✓ Employee of the Month
- ✓ Retirement
- ✓ Training
- ✓ Promotions
- ✓ Name Badges
- ✓ Executive Signage
- ✓ Donation Program
- ✓ Wellness
- ✓ Holiday Gifts
- ✓ Acquisitions

### Operations

- ✓ Safety
- ✓ Productivity
- ✓ Quality
- ✓ Supplier Recognition

### Finance

- ✓ Budget Performance
- ✓ Collection Performance
- ✓ Cost Savings Initiatives
- ✓ Inventory Control

### Sales/Marketing

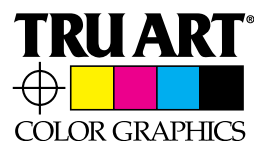
- ✓ Sales Achievement
- ✓ Goal Achievement
- ✓ Contests
- ✓ Product/Service Launch
- ✓ Project Completion
- ✓ Annual or Regional Meetings



## About Us

Our 5th generation family owned company has been providing print and promotional solutions to our clients since 1896. We are committed to building lasting relationships with our clients by providing exceptional products, service and innovative print and promotional solutions.

Your brand reflects your company values, mission, products, services, team members and culture. We're proud and thankful to have had the opportunity to be a part of building the brands of our clients for 120 years and counting.



Your Brand. Our Experts. Outstanding Results.  
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