

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



promotional advertising | signage + displays | awards + recognition  
branded apparel | commercial printing | advertising calendars

 **BankersADVERTISING**  
since 1896 COMPANY

**TRU ART**    
COLOR GRAPHICS

Your Brand. Our Experts. Outstanding Results.

# Promotional Advertising

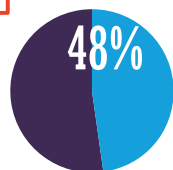
For over 120 years, we've been helping our customers grow and achieve their marketing goals with the use of promotional products. Our expert consultants partner with you to find the perfect promotion and distribution plan for your unique brand message. **Influence people. Engage people.** Let us be your ONE source for all things branded.



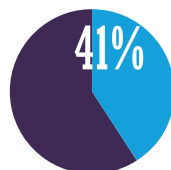
## REACH

### Eight in 10

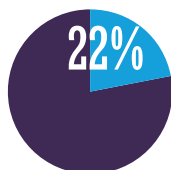
consumers choose to pass along a promotional product if they don't keep it for themselves, which ultimately furthers the brand's reach.



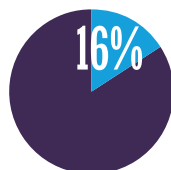
Gave item to someone else right away



Gave item to someone else after using it



Donated item right away



Donated item after using it



## RECALL



9 in 10 recall the branding



8 in 10 recall the messaging

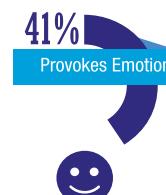
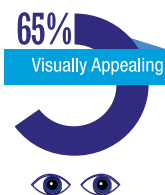


7 in 10 recall the call to action



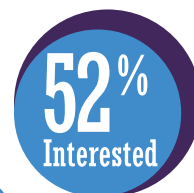
## RELATIVITY

When asked what advertising qualities (not limited to promotional products) were important to them, the majority of consumers preferred visually appealing ads that clearly deliver a message.

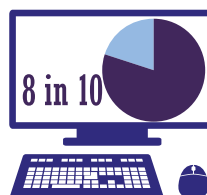


## RESONANCE

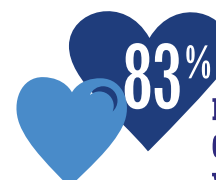
### EMOTIONAL CONNECTION TO PROMOTIONAL PRODUCTS



## REACTION



researched the brand



more likely to do business with the brand

## Top 5 Reasons to use Promotional Products

- ✓ Improve Customer Relationships
- ✓ Develop Tradeshow/Event Traffic
- ✓ Motivate and Reward Employees
- ✓ Promote New Product or Facilities
- ✓ Open New Accounts





# 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





# Branded Apparel

Style and substance come together when you match your brand and message with on-trend apparel and headwear products. Apparel and headwear go everywhere people do, giving your brand maximum exposure. Be fun, fashionable, and functional with wearable advertising: the right fit for everyone!

We offer a wide selection of apparel to fit your company's needs. We will help you find the perfect style for your uniform, sales promotion, tournament, event, gift, or award. Your brand, our experts—outstanding results.



## Styles

We have a full assortment of styles and will help you match the right look to your needs, from sporty to corporate to casual. Choose from thousands of timeless favorites. We have key name brands and everyday essentials in men's, ladies', and youth sizes.

## Budget

Our wide selection includes price point options to fit every budget. There's no need to sacrifice fashion for finance. We will help you find the style you're looking for.



## Your Brand. Your Way.

Decoration is a chance to make a great style your own. We offer in-house decorating solutions for all our customers. We can add your logo or message to any style with our high-quality embroidery and screen printing, turning it into a walking billboard for your brand.

Our state-of-the-art embroidery facility features multiple embroidery heads and full digitizing capabilities. Our top-of-the-line screen printing equipment can print up to eight colors on most items. "If you can think it, we can ink it."

Our experienced embroidery team and staff of designers and screen printers can take these tools and create exceptional products that showcase your brand.



# 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!

Promotional calendars are 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 a total custom calendar, our experts can help you make it 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.



# Signage and Displays

Looking to advertise your business, promote a new product or short-term special, or 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 differences 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 desire. 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. Let our experts help you find the right item.

**Signage promotes your brand  
anywhere, anytime.**

**Command attention with bold,  
colorful business messages that  
reach people where they Live,  
Work, Shop, and Play!**

## Our services include:



POLE BANNERS



LARGE SIGNS



WINDOW DECALS



YARD SIGNS



OUTDOOR SIGNS



INDOOR WALL SIGNS



OUTDOOR BANNERS



FREE-STANDING BANNERS



HANGING BANNERS

# Awards & Recognition

Does your company have a Recognition Program? Recognition Awards can help with your business success. Surveys show companies that recognize their employees, partners, and associates outperform companies that do not by over 30-40 percent. Looking for ways to reach or exceed your goals, maintain a satisfied work force, reward top sales, or just ensure your success?

Provide corporate recognition at an affordable price. Your Sales Consultant can share ideas in a price point to fit your budget. We offer both stock and custom options for your Award and Recognition needs. There are many different materials, packaging options, and ideas to fit your requirements. Let us assist you and turn basic text into a professional work of art. We have experts that will create beautiful artwork and assist with suggested copy and themes if needed to create a unique award for you. Our goal is to take the mystery out of Awards and Recognition and develop an easy, affordable solution for your program's success.



**Recognition has increased in today's business world. There are many benefits to recognizing and awarding people.**

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

**There are endless applications for awards and recognition products.**

- Years of Service
- Alumni Recognition
- Training Completion
- Top Performance
- Customer Appreciation
- Gifts
- Special Milestones
- Retirement
- Production and Quality Improvement
- Contests
- Membership Plaques
- Commemorative
- Sales Incentives
- Quality Awards
- Sales Growth
- Budget Performance
- Attendance Programs
- Donor Awards
- Distinguished Service
- Memorial Plaques
- Safety Program
- Sponsor Recognition
- Promotions

## About Us

Our fifth-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.



since 1896

COMPANY

Your ONE source for all things branded.

