

Celebrating 125 years

GENERATIONS OF SUCCESS

Bankers
ADVERTISING
since 1896

COMPANY

TRU ART
COLOR GRAPHICS



Providing Printing & Promotions for 125 Years.



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

Promotional Advertising

What are Promotional Products?

Promotional products are useful, tangible items imprinted with an advertiser's name, logo, or message and designed to increase brand awareness among consumers. Promotional products are an incredibly powerful marketing tool since they allow a brand to connect with consumers by engaging their senses. As one of the only forms of advertising that allows consumers to interact with a brand on a physical level, promotional products often create a more memorable brand experience. Here are a few products you may see on a daily basis:

- ✓ Logoed pen from your insurance agent
- ✓ Key chain from the local car dealership
- ✓ T-shirt from the summer festival event
- ✓ Calendar from a local bank



Why use Promotional Products?

99%

of people will go out of their way to get a promotional product.

74%

say promotional products make their experiences more memorable.

80%

have an immediate reaction when they receive a promo item from companies they've never heard of.

99%

of people who receive promotional items will keep them.

75%

say the right product makes the difference.

79%

pass along promotional products that are no longer valuable.

How Can You Use Promotional Products?

- ✓ Traffic Builders
- ✓ Business Gifts
- ✓ Event Giveaways
- ✓ Safety Promotions
- ✓ Fundraising
- ✓ Employee Gifts
- ✓ New Product Introduction
- ✓ Holiday Gifts
- ✓ Customer Appreciation
- ✓ Lead Generation
- ✓ Golf Outings
- ✓ Employee Motivation
- ✓ Customer Referrals
- ✓ Community Sponsorships
- ✓ Thank You's



For 125 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.

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



Get it there direct with direct mailing! Send us your address list and we'll get your brochures, holiday cards, kitted gifts, and more straight to the recipients with no extra hassle for you. It's more important than ever to stay connected to your customers and your team, and we can make that easier than ever for you with our direct mail services.

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

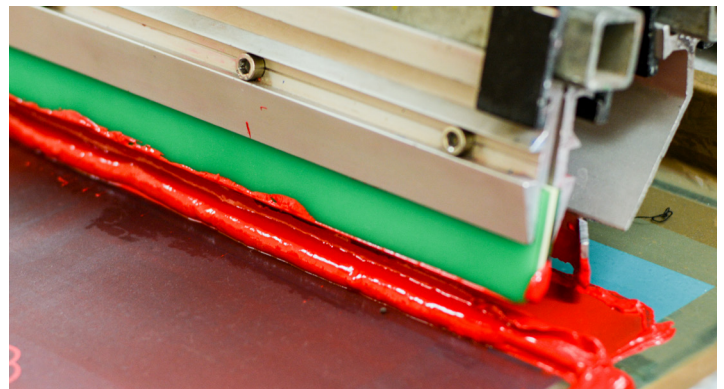
Our wide selection includes price point options to fit every budget. There's no need to sacrifice fashion for finance. We will help you find the style you're looking for.

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 125 years of calendar experience, we have the capability to produce custom calendars unique to your business. All eyes will be on you when you rely on location, location, location! Ordering

different calendars in complementary styles will ensure that your branding is placed on the desk, on the wall, in the factory, in the home—and every other place their eyes might fall.

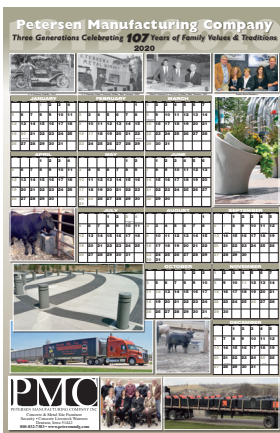
Why advertise with Calendars?

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.

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.



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

Signage, Packaging & Displays

First impressions are key! From the signs motorists see as they're driving by to the acceptance package future freshmen receive to the displays that greet customers when they first walk in the door, we have you covered. We produce promotional graphics for indoors and out, including banners, outdoor signage, yard signs, indoor wall signs, window decals, and custom mailer boxes to help you build your brand and promote your message. Branding your cartons and mailers creates an extra impact and anticipation for the surprise inside. We have a variety of sizes available.

Every business can benefit from signage. We offer a variety of materials with multiple color printing and precise finishing options to achieve the look you desire. We understand the differences between long-term, seasonal, and single use. We will find you the right product for your needs, whether you need to advertise your business, promote a new product or short-term special, or announce an upcoming event.

If you know exactly what you want, we'd love to hear from you so we can help you bring your vision to reality. Don't know exactly what you want? That's fine, too! Our experts will help you find the right item to make the perfect first impression, every time.



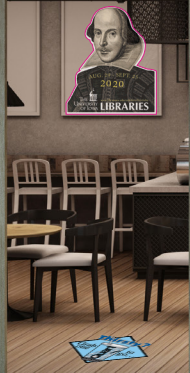
Command attention with bold, colorful business messages that reach people where they Live, Work, Shop, and Play!



Brand your cartons.
Create extra impact and
anticipation for
the surprise inside!



POLE
BANNERS
FLOOR
GRAPHICS
WINDOW
DECALS



YARD
SIGNS
OUTDOOR
SIGNS
INDOOR
SIGNS

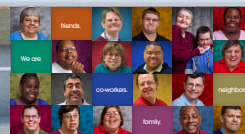
SUPPORT YOUR
COMMUNITY
SHOP
LOCALLY
CENTRAL
CHAMBER OF
COMMERCE

OUTDOOR
BANNERS
FREE-
STANDING
BANNERS

Lower
Price
PRICE BITE



THANK YOU!
SPECIALS
INSIDE



We are
community.
**We
are
VIP.**
www.italyadvertising.com

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

Celebrating 125 *years*

 **Bankers**
ADVERTISING
since 1896 COMPANY

 **TRU ART**
COLOR GRAPHICS

GENERATIONS OF SUCCESS

Our fifth-generation, family-owned company has been providing print and promotional solutions to our clients since 1896. We are excited to be celebrating 125 years in our community in 2021. The lasting relationships that we have built with our clients over the years are built on a firm foundation of service, quality, and innovation, and we look forward to deepening and strengthening those ties over the next 125 years.

Your brand reflects your company's values, mission, products, services, team members, and culture. Print and promotions offer myriad ways to engage every one of those elements. We're proud and thankful to have had the opportunity to be a part of building our clients' brands over the last decades. It would be an honor to do the same for you!

Your One Source For All Things Branded.
Your Brand. Our Experts. Outstanding Results.