2013 TOP 100: Vibrant Recovery Promises Brighter Days

Achieve Success with Package Prototyping
Page 24

California Printer Hits One out of the Park
Page 26

Full Service Intelligent Mail: Should You or Shouldn't You?
Page 35

WEB EXCLUSIVES

- Inkjet Inroads?
  MyPRINTResource.com/10942712

- Executive Q&A: Catherine Monson, CEO, FastSigns
  MyPRINTResource.com/10895016

- NAOP Members Enjoy New Online Community
  MyPRINTResource.com/10937625
Xanté Impressia High Speed Digital Print Systems are the affordable way to go digital and start meeting the demand for fast, full-color envelopes, letterhead, cards, forms, brochures, mailers, labels and banners. They allow you to print on a wider variety of media and sheet sizes (up to 12” x 49”) and deliver blazing print speeds at a very low cost per sheet. The complete digital solution is driven by the iQueue 7 Ultimate Workflow that makes it easy to manage complex digital files, match critical spot colors, estimate job costs and more. See it in action, request a live web demo.

US: 1.800.926.8839 / 251.473.6502 • EU: +31 (0) 26.319.3210 • xante.com

©2013 Xanté Corporation *Cost of consumables for a typical full color #10 envelope (one side). **Call for details.
TO RUN!

No Click Charges

Blazing Print Speeds
Up to 80 full color envelopes per minute**

Oversized sheets up to 12" x 49"

iQueue 7 Prepress Workflow
- Fully Independent CMYK Controls
- Accurate Spot Color Matching
- Full Imposition and Tiling
- Job Cost Estimating
- Integrated PANTONE® Library
- New QR Code Generator

For more information, visit MyPRINTResource.com/10008689
TABLE OF

Contents

COVER STORY

14 2013 Quick Printing Top 100: Vibrant Growth Promises Brighter Days
The slow recovery reported in the last two Top 100 surveys exploded into a fountainhead of growth and improvement in 2012. And not a moment too soon!
By Karen Lowery Hall

FEATURES

24 Achieve Success in Package Prototyping
Package prototyping is a growing niche that can lead to new profits from several related areas. By Jeffrey Steele

26 California Printer Knocks One Out of the Park
Bruce and Linda Pansky’s PIP franchise in Downey, CA, posted 76 percent growth in 2012. Here’s how they did it. By Howard Riell

ONLINE FEATURES

Inkjet Inroads?
As inkjet technology continues to develop and improve does it pose a more serious threat to offset and digital toner devices?
By Bob Hall
MyPRINTResource.com/10942712

Executive Q&A: Catherine Monson, CEO, FastSigns
FastSigns’ new co-branding program makes it easy for existing printing companies to add wide-format services.
By Karen Lowery Hall
MyPRINTResource.com/10895016

ONLINE COLUMNS

ASSOCIATION INSIGHTS: NAQP Members Enjoy New Online Community
By Mitch Evans
MyPRINTResource.com/10937625

COLUMNs

28 CASE STUDY
Selling a Business Involves More than Price, Part1 By Tom Crouser

31 DIGITAL ORIGINAL
Cutting-Edge Marketing Services Promise Big Rewards By John Giles

32 EXECUTIVE SUITE
How to Prevent Burnout By Dr. David Claerbaut

34 MONEY TALK
Expand Sales through Acquisition By Stuart Margolis

36 PRIORITY MAIL
Full-service Intelligent Mail: Should You or Shouldn’t You? By Nancy DeDiemar

38 SALES CLINIC
Sell It Straight—Don’t Tell and Manipulate By Joe Rickard

39 DEPARTMENTS

6 Editorial
8 Printing News
39 Ad Index
40 Classifieds
45 Supplier Directory
Whether your shop is big, medium or small, you need the business visibility a right-fit Print MIS system can provide. We’ll help you choose the best option from our industry-leading EFI Monarch™, EFI Pace™ or EFI PrintSmith™ systems. They enable more streamlined operations and reduced costs while facilitating business growth. EFI MIS solutions help you centralise and integrate data across all of your important functions—from planning and production to fulfillment and administration. From the most basic jobs to the most complex projects, you’ll be in complete control.

Call, click or scan for success stories, live webinars and free trials.
1-800-875-7117  MIS.efi.com/definitely23
For more information, visit MyPRINTResource.com/10005156
Microsoft Excel occasionally makes unexpected maneuvers that can really mess you up if you aren’t paying attention. When I first started crunching the numbers for the Top 100, I wrote the headline “Modest Recovery Continues”. As I delved further into my calculations, those modest numbers just didn’t jibe with the core information. I’ve been involved with this study for a long time and I know when the numbers are hinky.

Apparently, when I updated my spreadsheet for the new study, Excel shifted the columns used to calculate growth and averages. Aha! Once the formula was corrected, a completely different story emerged.

This year’s 10.15 percent growth is the best news the small commercial printing segment has had in a long time. And it’s not just overall growth—there is growth in every category we measure except the number of locations, which was only down by two. My favorite highlight is that this is the first time in many years we’ve see the number of employees increase. Even more encouraging is that this growth in the workforce occurred in conjunction with a healthy increase in average sales per employee. From that we can infer that employees are still working very efficiently, but there is enough work to keep more of them busy. And that’s good news for everyone.

Of course, this doesn’t mean that it’s all smooth sailing and no one is struggling anymore. There will always be companies that struggle, and every company will face hardships at some point. Some of our Top 100 companies are still digging out from the recession. I hope their fortunes rise, but there are never any guarantees.

On that note, I would like to direct you to the Executive Suite column on page 32. Even if your company is recovering, most of us have been through some rough times recently. Burnout threatens everyone, from the CEO to the guy who sweeps the floors. It has become something of an epidemic in light of the constant downsizing that resulted from the recession. People have seen their duties increase exponentially as companies strive to constantly do more with less. This leads directly to burnout.

David Claerbaut addresses the subject of burnout as it applies to executives who are accountable for the success or failure of their companies. However, I urge you to share this article with everyone in your company. Share it with your contacts outside the industry. David’s advice is solid and might bring a measure of relief that is badly needed.

Of course, if you’re just looking for something to smile about, go look at those Top 100 numbers again. That should put a spring in your step.
Automate your print workflow without breaking the bank.

Why spend $50,000 or more trying to piece together products from different providers, only to face additional costs and frustration trying to maintain them?

PressWise lets you run your shop with a single, affordable, print management solution:

- Unlimited customer web storefronts
- End-to-end digital workflow automation
- Turn quotes into barcoded job tickets with no rekeying
- Fully integrated MIS
- Browser-based for instant access – anytime, anywhere

Integrates easily with existing storefronts such as PixFizz, PTI, PageFlex, Pressero, OPS, PageDNA, RedTie, Saepio & more…

For more information, visit MyPRINTResource.com/10004777

Free Mailing Software and Mail Tracking Offer!

Visit www.presswise.com or contact us at 888.227.7221 or sales@smartsoftusa.com
“Large-format, fulfillment, data mining, and design are all growth segments that may support your company’s growth goals.”
—Stuart Margolis, page 34

New NAQP Sales & Marketing Study

NAQP has published the 2013/2014 NAQP Sales & Marketing Study, a sales and marketing study for the quick and small commercial printing segment that draws on data from more than 200 survey respondents. Among the topics covered in the study:

* A profile of respondents’ 10 top client industries, the percentage of the companies’ total sales each major client represents, and the top industry sales targets.
* A profile of the products and services sold, how they have changed over the last 12 months, and changes that are expected to take place in the coming year.
* A breakdown of how marketing and advertising dollars are spent as a percentage of total sales, plus types of marketing, effectiveness of each marketing type, use of social media, and primary marketing challenges.
* Information on top client relationships, including length of relationship, client acquisition method, frequency of client visits, and top client sales growth or decline.
* Also, type of CRM software used, lead generation methods, procedures for estimate write-ups and follow-ups, and sales/CSR training methods.

The study was produced for NAQP by Mitch Evans Consulting. It is available for $155 to NAQP/NAPL members, and $249 to non-members, plus shipping and handling.

New NAQP Sales & Marketing Study

AlphaGraphics Offers AG Studio

AlphaGraphics has rolled out an enterprise-level franchise option for new and existing franchisees. The AG Studio concept allows franchisees to invest in one AlphaGraphics production center and build out an additional one or two satellite centers in surrounding territories. These satellite offices feed the main production center with the goal of maximizing production capacity in a shorter time frame. The franchise fee for the main center is $59,000, and each additional AG Studio franchise fee is $10,000.

So far, AlphaGraphics has signed four new multi-unit franchise agreements, bringing the hub and spokes model to Ohio, Tennessee, New Mexico, and Texas.

Xanté Ships Excelagraphix 4200

After first introducing the Xanté Excelagraphix 4200 High Speed Wide-Format Inkjet Print System as a concept at the 2011 Graph Expo, the company has announced the production model is ready to ship.

PODi Workflow Initiative

PODi, the Digital Printing Initiative, has launched its new Workflow Initiative which will provide educational resources for implementing and improving print production workflows. The new Workflow Solutions Web portal provides central access to workflow case studies, articles, product briefs, and webinars. Members can access this information in the Workflow Solutions section of the PODi website.

Way to GOA!

Graphics of the Americas Expo & Conference, produced annually by the Printing Association of Florida, has been named in Trade Show News Network’s 2012 Top 250 US Trade Shows. GOA ranked 85th in all tradeshows held in the US last year, across all industries. The show is scheduled for February 27-March 1, 2014 at the Miami Beach Convention Center in Miami Beach, FL.

International Paper Goes Greener

International Paper has joined the Global Forest & Trade Network in North America, one of World Wildlife Fund (WWF)’s initiatives focused on eliminating illegal logging and promoting environmentally and socially responsible forest management. In the US, International Paper has increased its sourcing of Forest Stewardship Council certified fiber by more than 1.2 million tons over the past five years, and expects to triple that increase by the end of 2014.

PEOPLE IN THE NEWS

GREG BLUE was recently appointed CEO of manroland web systems Inc.

DR. JOHN MILLS has been appointed CEO of Inca Digital.

LISA MILBURN has been promoted to managing director of the label division of the Tarsus Group’s.
There’s a reason why our coatings deliver amazing possibilities

- **Compatible** with all UV roller coaters (Graphic Whizard, Duplo, Olec, and others)
- **Superior results** on the Konica and Indigo Digital Press
- **Full line** of specialty coatings: shiny gloss, dull matte, Giclée and soft-feel
- **Excellent solution** for “difficult-to-adhere-to” toners (Konica, Xerox EA)
- **Innovative** UV Matte Coating, runs smoothly with NO viscosity build ups
- **Save up to 30%**, with better coverage due to low viscosity and excellent flow & leveling
- **Environmentally safe** with reduced odor, free of volatile organic compounds (VOC)

Perfect for applications such as high volume digital press, photos, brochures, menus, flyers, postcards, invitations, business card, document and others

Meet us at:
**FESPA 2013** 25–29 June, 2013
London, UK, stand D12S/E10S
**PRINT13** 8-12 September, 2013
Chicago, IL

For more information, visit MyPRINTResource.com/10004154
"Even in a large market like southern California, it is still a small world where a lot of folks know each other."

—Bruce Pansky, page 26

organizer of the LabelExpo Global Series, ROGER PELLOW will become chairman of the label division, while taking on increased responsibilities for Tarsus’ emerging market portfolio as group commercial director.

www.MyPRINTResource.com

MELISSA STEVENS has been promoted to vice president, sales for Mohawk. MICHELLE A. CARPENTER was promoted to vice president, environmental and energy stewardship, and BETH REARDON was promoted to regional sales manager, Midwest. PAMELA REEDSTROM and KATHERINE HOFFMAN joined the company as digital specialists serving Southern California and the MidAtlantic regions, respectively.

www.MyPRINTResource.com

RICHARD MCDONALD was appointed to the newly created position of senior vice president, business development, CPG practice at Schawk, Inc.

www.MyPRINTResource.com

ROBBIE KING has accepted the position of narrow web national sales manager for Harper Corporation of America.

www.MyPRINTResource.com

PRESTON A. HERRIN has joined 4over as vice president of sales and marketing.

www.MyPRINTResource.com

CHUCK IRONS has been name international sales manager at QuadTech, Inc.

www.MyPRINTResource.com

RENZO SPARAVIER has joined The Matlet Group as director of strategic accounts.

www.MyPRINTResource.com

TRISH MAULSON has joined GPA as a territory sales manager for Wisconsin and parts of the Chicagoland area.

www.MyPRINTResource.com

KENDRA JAQUA, sustainability manager of Cal Poly University Graphic Systems, holds the Rainforest Alliance Forest Stewardship Council letter of re-certification. UGS is the only student organization of its kind in the nation to earn FSC certification. Cal Poly’s Graphic Communication Department is led by professor Harvey Levenson, who is retiring this month.

www.MyPRINTResource.com

FLOTTMAN Company of Cincinnati, OH, won the 2013 Small Business Marketer of the Year Award from the American Marketing Association. ED MCMASTERS, Flottman’s director of marketing and communications, won the Individual Marketer of the Year Award. The company was also honored by Cincy Magazine with a 2013 TriState Success Award.

www.MyPRINTResource.com
See Your
Down & Dirty Printing
in a Whole New Light!

One collection, 5 finishes.
- Felt
- Fiber
- Smooth
- Linen
- Laid

The ROYAL SUNDANCE® Paper Collection
real simple.
The ROYAL SUNDANCE® Paper Collection features:

- **5 common colors across 4 finishes:** Brilliant White, Ultra White, 100 PC White, Natural & Eclipse Black™.

- **The wildly popular Fiber finish papers** consisting of 14 unique Writing, Text and Cover choices. ROYAL SUNDANCE® Fiber is America’s number one fiber offering.

- **A wide range of basis weights** to mix and match finishes and colors, taking your project from ordinary to extraordinary.

- **Matching digital papers and envelopes** available in every finish.

To learn more about ROYAL SUNDANCE® Papers, visit neenahpaper.com/royalsundanceQP1 or contact your Neenah Paper authorized distributor for your copy of the ROYAL SUNDANCE® Swatchbook and our **NEW ROYAL SUNDANCE® Down & Dirty Printing** promotion.
“Print on paper is still basic to most customer needs, but a large amount of the printed material now needs to be repurposed for other media.”

—John Giles, page 31

**FIRST** Impression Print & Marketing, in Howell, MI, recently received the 2012 All Star Award from Constant Contact. It ranked among the top 10 percent of Constant Contact’s international customer base.

MyPRINTResource.com/10940637

**ACCUDATA** Integrated Marketing has been honored as Allegra Network’s 2012 Supplier of the Year. The winner of this annual award is chosen by the company’s marketing/print division franchise members.

AccuData: MyPRINTResource.com/10003539
Allegra: MyPRINTResource.com/10003729

**GPA** won a Gold Award for its Dscoop7 promotion in the IAPHC’s 38th Annual International Gallery Competition. This campaign was printed by Seebridge Media in Houston, TX, on an HP Indigo 5000 press.

MyPRINTResource.com/10005603

**GEORGE F. MARTIN,** president and CEO of New Page, has been named the 2013 PIMA Executive of the Year Award. The award is bestowed on senior-level executives in the pulp, paper, or converting industries for excellence in management and outstanding contributions to the industry as a whole.

MyPRINTResource.com/10006889

**BARRY WILSON,** chair of Pittsburg State University’s Graphics and Imaging Technologies program, has been named recipient of the Jerry Watson Educator of the Year by the Printing and Imaging Association of MidAmerica.

MyPRINTResource.com/10155108

**BURTON & MAYER,** Menomonee Falls, WI, is celebrating 75 years of business, thriving on a mix of older printing processes and the latest technology available to the industry. “We proudly look back to our founding in 1938,” said Tim Burton, president and third generation co-owner, Burton & Mayer, and chairman of the board, Printing Industries of America.

MyPRINTResource.com/10013918
The slow recovery reported in the last two Top 100 surveys exploded into a fountainhead of growth and improvement in 2012. And not a moment too soon! With total annual sales of $530,914,231, this year’s Top 100 grew by an impressive 10.15 percent over last year’s group. When compared to its own performance, year over year, this group posted 7.17 percent growth. While some companies in the group are still struggling, the overall improvement is the best news the small commercial industry segment has had since the recession.

As always, companies that previously reported sales of more than $5 million but did not update their numbers have been included at their previous sales level, and are listed as “estimated”. This avoids skewing the overall numbers. If a company fails to update its information for three years, it is removed from the study. This year, House of Printing in Burtonsville, MD, was the only company removed for failure to update. There are nine companies listed with estimated sales this year. Three of them—Hatteras Printing, Elm Press, and RESCO—will be removed next year if they do not update their information.

There are 18 new companies in this year’s Top 100, although several of them are alumni of past years that have returned to the study. The highest debut is by Team Concept Printing in Carol Stream, IL, which jumped straight into the Top 10 at #6 with sales of $10,914,000. Another indicator of the group’s improvement is the bottom line. Last year’s cut-off was $2.25 million. This year, the #100 shop reported sales of $2,558,851.

Big Dogs
The Top 10 saw a bit of movement this year, although CPS Gumpert and ColorNet/Rockville Printing & Graphics remained at #1 and #2, respectively. Chuck Stempler’s Seattle-based AlphaGraphics franchise jumped from #6 into the #3 spot, which caused Mele Printing to slip to #4, in turn pushing Econoprint (Madison) to #5. As previously noted, Team Concept Printing debuted in the #6 spot. Hatteras Printing, AccuLink, and MailMax Direct retained their positions at #7 through #9, respectively, and George Coriaty’s Sir Speedy in Whittier, CA, edged into the top tier at #10.

The Top 10 alone produced $120,571,231 with 28 locations and 722.5 employees. (For the purpose of calculating sales per employee, part-time workers are entered as 0.5.) Top 10 sales represent 22.71 percent of all Top 100 sales, 16.28 percent of all locations, and 20 percent of all employees.

Money Makers
Any way you slice it, the Top 100 is looking good this year. Everything is trending upward except the number of locations, which appears to have stabilized. So the big question is, how did they do it? What elements produce sales in excess of $530 million?

Note that because of the trend toward offering website design and management, interactive marketing services, (continued on page 21)
### LEADERS OF THE PACK

*Includes only companies that actually reported. No estimates.

#### SALES GROWTH

<table>
<thead>
<tr>
<th>Company</th>
<th>Growth Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>PIP Printing (JEB-PHI Inc.)</td>
<td>76%</td>
</tr>
<tr>
<td>Minuteman Press</td>
<td>48%</td>
</tr>
<tr>
<td>(Dailey’s Printing Co.)</td>
<td>43.66%</td>
</tr>
<tr>
<td>Allegra Printing (Allesk Enterprises)</td>
<td>38%</td>
</tr>
<tr>
<td>MN Insty-Prints</td>
<td>38%</td>
</tr>
<tr>
<td>Paragon Press</td>
<td>38%</td>
</tr>
<tr>
<td>AlphaGraphics</td>
<td>37.4%</td>
</tr>
<tr>
<td>(Park Place Printing)</td>
<td>29.23%</td>
</tr>
<tr>
<td>Frye-Williamson Press</td>
<td>27.76%</td>
</tr>
<tr>
<td>Allen Printing Company</td>
<td>27.76%</td>
</tr>
<tr>
<td>Plum Grove Printers</td>
<td>25%</td>
</tr>
<tr>
<td>Raintree Graphics</td>
<td>12%</td>
</tr>
</tbody>
</table>

#### SALES PER SHOP*

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mele Printing</td>
<td>$12,200,000</td>
</tr>
<tr>
<td>Team Concept Printing</td>
<td>$10,914,000</td>
</tr>
<tr>
<td>CPS Gumpert</td>
<td>$9,945,000</td>
</tr>
<tr>
<td>Sir Speedy Whittier</td>
<td>$8,851,273</td>
</tr>
<tr>
<td>Alexander’s Print Stop</td>
<td>$8,407,000</td>
</tr>
<tr>
<td>Landmark Print</td>
<td>$8,300,000</td>
</tr>
</tbody>
</table>

#### SALES PER EMPLOYEE*  

<table>
<thead>
<tr>
<th>Company</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allegra Printing (Allesk Enterprises)</td>
<td>$1,446,400</td>
</tr>
<tr>
<td>Sir Speedy Whittier</td>
<td>$305,216</td>
</tr>
<tr>
<td>Sir Speedy (Klummer Printing)</td>
<td>$293,655</td>
</tr>
<tr>
<td>Braintree Printing</td>
<td>$247,586</td>
</tr>
<tr>
<td>AlphaGraphics (Insight Communications LLC)</td>
<td>$233,986</td>
</tr>
<tr>
<td>One-Source Communications</td>
<td>$232,642</td>
</tr>
<tr>
<td>Apollo Printing &amp; Graphics</td>
<td>$231,579</td>
</tr>
<tr>
<td>Minuteman Press (Genua &amp; Mulligan Printing)</td>
<td>$231,481</td>
</tr>
<tr>
<td>Minuteman Press (Dailey’s Printing Co.)</td>
<td>$223,824</td>
</tr>
<tr>
<td>Allegra Print &amp; Imaging</td>
<td>$210,116</td>
</tr>
</tbody>
</table>

#### PERCENT OF SALES BY JOB TYPE

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Color Digital</td>
<td>12.76%</td>
</tr>
<tr>
<td>One-Color Offset</td>
<td>6.14%</td>
</tr>
<tr>
<td>Multi-Color Offset</td>
<td>14.07%</td>
</tr>
<tr>
<td>4/C Process</td>
<td>20.31%</td>
</tr>
<tr>
<td>1/C Process</td>
<td>11.33%</td>
</tr>
<tr>
<td>B/W Digital</td>
<td>6.31%</td>
</tr>
<tr>
<td>Wide-Format</td>
<td>9.15%</td>
</tr>
<tr>
<td>Binder/Finishing</td>
<td>4.77%</td>
</tr>
<tr>
<td>Brokered/Other</td>
<td>9.06%</td>
</tr>
<tr>
<td>Mailing Services</td>
<td>4.87%</td>
</tr>
<tr>
<td>Web-based Services</td>
<td>1.23%</td>
</tr>
</tbody>
</table>

---

**LAUNCH INTO THE ONLINE PRINTING MARKET**

Give your customers access to 3,000+ custom marketing materials.

Get your share of the online printing market with PrinterPresence—now offering an online catalog that provides customizable marketing materials, including professionally written content, for more than 55 industries.

View a short demo at printerpresence/launch

*“Online ordering has added a whole new dimension to our website and business by allowing us to compete better in the online printing space.”*

—Tracy G. Cohen, President of Target Copy

www.MyPRINTResource.com
<table>
<thead>
<tr>
<th>Rank</th>
<th>Company/City (Previous Rank)</th>
<th>Owner/CEO</th>
<th>2012 Sales (in millions)</th>
<th>Growth</th>
<th># Shops</th>
<th>New Shops Planned</th>
<th># Employees</th>
<th>Sales Per Employee (in thousands)</th>
<th>Sales Per Shop (in millions)</th>
<th>Year Founded</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>CPS Gumpert (1)</td>
<td>Jeff Ostenso</td>
<td>$19.89</td>
<td>7.51%</td>
<td>2</td>
<td>5</td>
<td>106</td>
<td>$188</td>
<td>$9.95M</td>
<td>1955</td>
</tr>
<tr>
<td>2</td>
<td>ColorNet/Rockville Printing &amp; Graphics (2)</td>
<td>Bob &amp; Max Wepasnick</td>
<td>$16.25</td>
<td>-1.18%</td>
<td>3</td>
<td>-1</td>
<td>97</td>
<td>$168</td>
<td>$5.42M</td>
<td>1974</td>
</tr>
<tr>
<td>3</td>
<td>AlphaGraphics (AlphaPrint) (6)</td>
<td>Chuck Stempler</td>
<td>$12.91</td>
<td>19.94%</td>
<td>6</td>
<td>1</td>
<td>87</td>
<td>$148</td>
<td>$2.15M</td>
<td>1989</td>
</tr>
<tr>
<td>4</td>
<td>Mele Printing (3)</td>
<td>Mallory Mele</td>
<td>$12.2</td>
<td>7.02%</td>
<td>1</td>
<td>0</td>
<td>67.5</td>
<td>$181</td>
<td>$12.2M</td>
<td>1985</td>
</tr>
<tr>
<td>5</td>
<td>Econoprint (Madison)* (4)</td>
<td>David Roloff</td>
<td>$10.95</td>
<td>0%</td>
<td>4</td>
<td>0</td>
<td>65</td>
<td>$168</td>
<td>$2.74M</td>
<td>1971</td>
</tr>
<tr>
<td>6</td>
<td>Team Concept Printing</td>
<td>Anthony E. Rouse</td>
<td>$10.91</td>
<td>13%</td>
<td>1</td>
<td>0</td>
<td>60.5</td>
<td>$180</td>
<td>$10.91M</td>
<td>1998</td>
</tr>
<tr>
<td>7</td>
<td>Hatteras Printing* (7)</td>
<td>Claudia E. Nesbitt</td>
<td>$10.15</td>
<td>0%</td>
<td>5</td>
<td>0</td>
<td>70</td>
<td>$145</td>
<td>$2.03M</td>
<td>1977</td>
</tr>
<tr>
<td>8</td>
<td>AccuLink (8)</td>
<td>Thomas F. O’Brien</td>
<td>$9.38</td>
<td>11%</td>
<td>2</td>
<td>0</td>
<td>50.5</td>
<td>$186</td>
<td>$4.69M</td>
<td>1980</td>
</tr>
<tr>
<td>9</td>
<td>MailMax Direct* (9)</td>
<td>David Anderton</td>
<td>$9.08</td>
<td>0%</td>
<td>3</td>
<td>0</td>
<td>90</td>
<td>$101</td>
<td>$3.03M</td>
<td>1994</td>
</tr>
<tr>
<td>10</td>
<td>Sir Speedy Printing – Whittier (11)</td>
<td>George Coriaty</td>
<td>$8.85</td>
<td>16.12%</td>
<td>1</td>
<td>0</td>
<td>29</td>
<td>$305</td>
<td>$8.85M</td>
<td>1979</td>
</tr>
<tr>
<td>11</td>
<td>Thompson Print &amp; Mailing Solutions (14)</td>
<td>David Thompson</td>
<td>$8.62</td>
<td>21.33%</td>
<td>2</td>
<td>0</td>
<td>54</td>
<td>$160</td>
<td>$4.31M</td>
<td>1964</td>
</tr>
<tr>
<td>12</td>
<td>Alexander’s Print Stop</td>
<td>Jeff Alexander</td>
<td>$8.41</td>
<td>4.06%</td>
<td>1</td>
<td>0</td>
<td>58</td>
<td>$145</td>
<td>$8.41M</td>
<td>1979</td>
</tr>
<tr>
<td>13</td>
<td>Landmark Print (5)</td>
<td>Carmine Iannacchino</td>
<td>$8.3</td>
<td>-23.54%</td>
<td>1</td>
<td>0</td>
<td>50</td>
<td>$166</td>
<td>$8.3M</td>
<td>1985</td>
</tr>
<tr>
<td>14</td>
<td>Western Graphics (13)</td>
<td>Tim Keran</td>
<td>$8.15</td>
<td>14.06%</td>
<td>1</td>
<td>0</td>
<td>43</td>
<td>$189</td>
<td>$8.15M</td>
<td>1967</td>
</tr>
<tr>
<td>15</td>
<td>Copy Central (10)</td>
<td>Craig Fairbanks</td>
<td>$8.01</td>
<td>3.47%</td>
<td>13</td>
<td>0</td>
<td>56</td>
<td>$143</td>
<td>$616K</td>
<td>1986</td>
</tr>
<tr>
<td>16</td>
<td>QPP: Print-Signs-Apparel-Online (15)</td>
<td>Roger Feickert</td>
<td>$7.45</td>
<td>5.75%</td>
<td>2</td>
<td>0</td>
<td>65</td>
<td>$115</td>
<td>$3.72M</td>
<td>1979</td>
</tr>
<tr>
<td>17</td>
<td>Allen Printing Company (30)</td>
<td>Shannon Heffington</td>
<td>$7.37</td>
<td>29.23%</td>
<td>1</td>
<td>0</td>
<td>72.5</td>
<td>$102</td>
<td>$7.37M</td>
<td>1931</td>
</tr>
<tr>
<td>18</td>
<td>Marange Printing* (12)</td>
<td>Mario Autiero</td>
<td>$7.2</td>
<td>0%</td>
<td>1</td>
<td>0</td>
<td>52.5</td>
<td>$137</td>
<td>$7.2M</td>
<td>1986</td>
</tr>
<tr>
<td>19</td>
<td>Braintree Printing (18)</td>
<td>Corliss, Hogan &amp; Tafur</td>
<td>$6.93</td>
<td>6.45%</td>
<td>1</td>
<td>0</td>
<td>28</td>
<td>$248</td>
<td>$6.93M</td>
<td>1989</td>
</tr>
<tr>
<td>20</td>
<td>Print Tech of Western Pennsylvania (21)</td>
<td>Rod McMahon</td>
<td>$6.9</td>
<td>11.29%</td>
<td>1</td>
<td>0</td>
<td>36</td>
<td>$192</td>
<td>$6.9M</td>
<td>1970</td>
</tr>
</tbody>
</table>
SHORT RUN to LONG RUN

Multiple Solutions, Best Value!

- 1-3 color 24hr *
- Full color 72hr *
- Digital labels
- Variably printed labels
- Multiple manufacturing locations
- 97% on time delivery *
- Online ordering & tracking
- Up to $4000 open account credit
- No charge for... bleeds-screens, minor art touch-up, 10 lines or less of typesetting, and sales tools

* Call plant for details.

Label Art
www.labelart.com

Call or email us for your free catalog and sales materials

For more information contact us at 800-258-1050 or marketing@labelart.com

For more information, visit MyPRINTResource.com/10006310
<table>
<thead>
<tr>
<th>Rank</th>
<th>Company/City</th>
<th>Owner/CEO</th>
<th>2012 Sales (in millions)</th>
<th>Growth</th>
<th># Shops</th>
<th>New Shops Planned</th>
<th># Employees</th>
<th>Sales Per Employee (in thousands)</th>
<th>Sales Per Shop</th>
<th>Year Founded</th>
</tr>
</thead>
<tbody>
<tr>
<td>21</td>
<td>A&amp;B Printing &amp; Mailing (31)</td>
<td>Kathy Gillespie</td>
<td>$6.9</td>
<td>21.22%</td>
<td>1</td>
<td>1</td>
<td>38</td>
<td>$182</td>
<td>$6.9M</td>
<td>1982</td>
</tr>
<tr>
<td>22</td>
<td>Apollo Printing &amp; Graphics (16)</td>
<td>Dann &amp; Ken Ratanjee</td>
<td>$6.6</td>
<td>0%</td>
<td>1</td>
<td>0</td>
<td>28.5</td>
<td>$232</td>
<td>$6.6M</td>
<td>1984</td>
</tr>
<tr>
<td>23</td>
<td>Raintree Graphics (34)</td>
<td>Mike Seethaler</td>
<td>$6.5</td>
<td>25%</td>
<td>1</td>
<td>0</td>
<td>40</td>
<td>$163</td>
<td>$6.5M</td>
<td>1989</td>
</tr>
<tr>
<td>24</td>
<td>PIP Printing (Dynamark Graphics Group) (17)</td>
<td>Tom &amp; Scott Fulner</td>
<td>$6.5</td>
<td>-0.76%</td>
<td>4</td>
<td>0</td>
<td>56</td>
<td>$116</td>
<td>$1.63M</td>
<td>1972</td>
</tr>
<tr>
<td>25</td>
<td>Print Tech* (19)</td>
<td>Russell Evans</td>
<td>$6.5</td>
<td>0%</td>
<td>2</td>
<td>0</td>
<td>31</td>
<td>$210</td>
<td>$3.25M</td>
<td>1978</td>
</tr>
<tr>
<td>26</td>
<td>Miller's Minuteman Press (33)</td>
<td>Keith Miller</td>
<td>$6.49</td>
<td>18.79%</td>
<td>5</td>
<td>1</td>
<td>47</td>
<td>$138</td>
<td>$1.3M</td>
<td>2000</td>
</tr>
<tr>
<td>28</td>
<td>B Squared (28)</td>
<td>Tim Boucher</td>
<td>$6.27</td>
<td>8.57%</td>
<td>1</td>
<td>0</td>
<td>30</td>
<td>$209</td>
<td>$6.27M</td>
<td>2001</td>
</tr>
<tr>
<td>29</td>
<td>Total Printing Systems (24)</td>
<td>Richard Lindemann</td>
<td>$6.12</td>
<td>1.88%</td>
<td>2</td>
<td>0</td>
<td>43</td>
<td>$142</td>
<td>$3.06M</td>
<td>1973</td>
</tr>
<tr>
<td>30</td>
<td>Elm Press* (25)</td>
<td>Vic Losure</td>
<td>$6</td>
<td>0%</td>
<td>1</td>
<td>0</td>
<td>28</td>
<td>$214</td>
<td>$6M</td>
<td>1962</td>
</tr>
<tr>
<td>31</td>
<td>The Graphic Edge* (26)</td>
<td>Tim Bauer</td>
<td>$6</td>
<td>0%</td>
<td>2</td>
<td>0</td>
<td>27</td>
<td>$222</td>
<td>$3M</td>
<td>1993</td>
</tr>
<tr>
<td>32</td>
<td>Allegra Network Corporate Center</td>
<td>Mike Marcantonio</td>
<td>$5.96</td>
<td>19.56%</td>
<td>1</td>
<td>4</td>
<td>50</td>
<td>$119</td>
<td>$5.96M</td>
<td>1973</td>
</tr>
<tr>
<td>33</td>
<td>More Business Solutions (27)</td>
<td>Denise Roath</td>
<td>$5.83</td>
<td>-2.07%</td>
<td>3</td>
<td>0</td>
<td>57</td>
<td>$102</td>
<td>$1.94M</td>
<td>1985</td>
</tr>
<tr>
<td>34</td>
<td>AlphaGraphics on University (23)</td>
<td>Sparaco &amp; Osborne</td>
<td>$5.75</td>
<td>-4.29%</td>
<td>1</td>
<td>0</td>
<td>37</td>
<td>$155</td>
<td>$5.75M</td>
<td>1988</td>
</tr>
<tr>
<td>35</td>
<td>PIP Printing of Alaska* (29)</td>
<td>John Tatham</td>
<td>$5.72</td>
<td>0%</td>
<td>1</td>
<td>0</td>
<td>34</td>
<td>$168</td>
<td>$5.72M</td>
<td>1979</td>
</tr>
<tr>
<td>36</td>
<td>RESCO* (32)</td>
<td>E. Strand &amp; J. Knutson</td>
<td>$5.65</td>
<td>0%</td>
<td>1</td>
<td>0</td>
<td>51</td>
<td>$111</td>
<td>$5.65M</td>
<td>1957</td>
</tr>
<tr>
<td>37</td>
<td>Cornerstone Printing &amp; Imaging (36)</td>
<td>Kevin Thomas</td>
<td>$5.42</td>
<td>7.15%</td>
<td>1</td>
<td>0</td>
<td>41</td>
<td>$132</td>
<td>$5.42M</td>
<td>1992</td>
</tr>
<tr>
<td>38</td>
<td>Spectrum Printing &amp; Graphics (35)</td>
<td>Andrew Berman</td>
<td>$5.2</td>
<td>1.25%</td>
<td>1</td>
<td>0</td>
<td>42</td>
<td>$124</td>
<td>$5.2M</td>
<td>1993</td>
</tr>
<tr>
<td>39</td>
<td>SPC Marcom Studio</td>
<td>Mark Sanderson</td>
<td>$5.12</td>
<td>10%</td>
<td>1</td>
<td>0</td>
<td>45</td>
<td>$114</td>
<td>$5.12M</td>
<td>1875</td>
</tr>
<tr>
<td>40</td>
<td>EconoPrint (Billings) (40)</td>
<td>Jim Berry</td>
<td>$4.96</td>
<td>9.79%</td>
<td>3</td>
<td>0</td>
<td>25</td>
<td>$198</td>
<td>$1.65M</td>
<td>1969</td>
</tr>
<tr>
<td>Rank</td>
<td>Company/City</td>
<td>Owner/CEO</td>
<td>2012 Sales (in millions)</td>
<td>Growth</td>
<td># Shops</td>
<td>New Shops Planned</td>
<td># Employees</td>
<td>Sales Per Employee (in thousands)</td>
<td>Sales Per Shop</td>
<td>Year Founded</td>
</tr>
<tr>
<td>------</td>
<td>--------------</td>
<td>-----------</td>
<td>--------------------------</td>
<td>--------</td>
<td>---------</td>
<td>-------------------</td>
<td>-------------</td>
<td>----------------------------------</td>
<td>---------------</td>
<td>--------------</td>
</tr>
<tr>
<td>41</td>
<td>AlphaGraphics in the Cultural District (42)</td>
<td>Clare &amp; Bill Meehan</td>
<td>$4.95</td>
<td>11.31%</td>
<td>1</td>
<td>1</td>
<td>30</td>
<td>$165</td>
<td>$4.95M</td>
<td>2000</td>
</tr>
<tr>
<td>42</td>
<td>Kopytek (39)</td>
<td>John M. Peterson</td>
<td>$4.85</td>
<td>6.59%</td>
<td>1</td>
<td>0</td>
<td>25</td>
<td>$194</td>
<td>$4.85M</td>
<td>1986</td>
</tr>
<tr>
<td>43</td>
<td>AlphaGraphics (Hewell Enterprises) (44)</td>
<td>Sally A. Hewell</td>
<td>$4.78</td>
<td>11.37%</td>
<td>1</td>
<td>0</td>
<td>33</td>
<td>$145</td>
<td>$4.78M</td>
<td>1994</td>
</tr>
<tr>
<td>44</td>
<td>Impressions Printing (46)</td>
<td>John Flynn</td>
<td>$4.61</td>
<td>12.42%</td>
<td>1</td>
<td>0</td>
<td>22</td>
<td>$210</td>
<td>$4.61M</td>
<td>1988</td>
</tr>
<tr>
<td>45</td>
<td>Allegra Print &amp; Imaging (Flynn Enterprises) (47)</td>
<td>John M. Peterson</td>
<td>$4.49</td>
<td>-1.9%</td>
<td>1</td>
<td>1</td>
<td>27</td>
<td>$169</td>
<td>$1.52M</td>
<td>1987</td>
</tr>
<tr>
<td>46</td>
<td>Allegra Digital Imaging</td>
<td>Haddad, Kummer &amp; O’Aguanno</td>
<td>$4.57</td>
<td>10.7%</td>
<td>3</td>
<td>0</td>
<td>27.5</td>
<td>$169</td>
<td>$1.52M</td>
<td>1987</td>
</tr>
<tr>
<td>47</td>
<td>Corporate Resources (38)</td>
<td>Scott Bowen</td>
<td>$4.49</td>
<td>-1.9%</td>
<td>1</td>
<td>1</td>
<td>37</td>
<td>$121</td>
<td>$4.49M</td>
<td>1951</td>
</tr>
<tr>
<td>48</td>
<td>BCT Houston (53)</td>
<td>Louis Mayer</td>
<td>$4.41</td>
<td>15.99%</td>
<td>2</td>
<td>0</td>
<td>35</td>
<td>$126</td>
<td>$2.2M</td>
<td>1983</td>
</tr>
<tr>
<td>49</td>
<td>Winchester Printers</td>
<td>Ronald E. Hottle</td>
<td>$4.4</td>
<td>-1.2%</td>
<td>1</td>
<td>0</td>
<td>27.5</td>
<td>$160</td>
<td>$4.4M</td>
<td>1892</td>
</tr>
<tr>
<td>50</td>
<td>Paragon Press</td>
<td>Macy Flash</td>
<td>$4.4</td>
<td>38%</td>
<td>1</td>
<td>0</td>
<td>25.5</td>
<td>$173</td>
<td>$4.4M</td>
<td>1976</td>
</tr>
<tr>
<td>51</td>
<td>Express Press (43)</td>
<td>Brian Clauser</td>
<td>$4.35</td>
<td>0.31%</td>
<td>4</td>
<td>0</td>
<td>41</td>
<td>$106</td>
<td>$1.09M</td>
<td>1977</td>
</tr>
<tr>
<td>52</td>
<td>PIP Printing (Preisser, Inc.) (50)</td>
<td>Gail A. Preisser</td>
<td>$4.24</td>
<td>9.54%</td>
<td>1</td>
<td>0</td>
<td>25.5</td>
<td>$166</td>
<td>$4.24M</td>
<td>1974</td>
</tr>
<tr>
<td>53</td>
<td>PIP Printing (JEB-PHI Inc.)</td>
<td>Bruce Pansky</td>
<td>$4.2</td>
<td>76%</td>
<td>1</td>
<td>1</td>
<td>22.5</td>
<td>$187</td>
<td>$4.2M</td>
<td>1969</td>
</tr>
<tr>
<td>54</td>
<td>Unique Litho (45)</td>
<td>Jay Hartway</td>
<td>$4.19</td>
<td>0.38%</td>
<td>1</td>
<td>0</td>
<td>29.5</td>
<td>$142</td>
<td>$4.19M</td>
<td>1984</td>
</tr>
<tr>
<td>55</td>
<td>BCT Central Florida (54)</td>
<td>Steve &amp; Scott Grieger</td>
<td>$4.14</td>
<td>10.03%</td>
<td>2</td>
<td>0</td>
<td>40</td>
<td>$103</td>
<td>$2.07M</td>
<td>1981</td>
</tr>
<tr>
<td>56</td>
<td>Executive Printers of Florida</td>
<td>Jo-Anne Gardner</td>
<td>$4.11</td>
<td>3.62%</td>
<td>2</td>
<td>0</td>
<td>45</td>
<td>$91</td>
<td>$2.05M</td>
<td>1972</td>
</tr>
<tr>
<td>57</td>
<td>Frye-Williamson Press</td>
<td>Richard &amp; Lynn Serena</td>
<td>$4.1</td>
<td>37%</td>
<td>1</td>
<td>0</td>
<td>22</td>
<td>$186</td>
<td>$4.1M</td>
<td>1968</td>
</tr>
<tr>
<td>58</td>
<td>Influence Graphics (59)</td>
<td>Ronald Sizemore</td>
<td>$4.1</td>
<td>15.62%</td>
<td>1</td>
<td>0</td>
<td>23</td>
<td>$178</td>
<td>$4.1M</td>
<td>1985</td>
</tr>
<tr>
<td>59</td>
<td>Gerald Printing</td>
<td>Joe L. Davis</td>
<td>$4.08</td>
<td>15%</td>
<td>3</td>
<td>1</td>
<td>38.5</td>
<td>$106</td>
<td>$1.36M</td>
<td>1971</td>
</tr>
<tr>
<td>60</td>
<td>Goodcopy Printing &amp; Digital Graphics (37)</td>
<td>Lou Goldberg</td>
<td>$4.03</td>
<td>-14.72%</td>
<td>1</td>
<td>1</td>
<td>20</td>
<td>$201</td>
<td>$4.03M</td>
<td>1968</td>
</tr>
<tr>
<td>Rank</td>
<td>Company/City</td>
<td>Owner/CEO</td>
<td>2012 Sales (in millions)</td>
<td>Growth</td>
<td># Shops</td>
<td>New Shops Planned</td>
<td># Employees</td>
<td>Sales Per Employee (in thousands)</td>
<td>Sales Per Shop</td>
<td>Year Founded</td>
</tr>
<tr>
<td>------</td>
<td>--------------</td>
<td>-----------</td>
<td>--------------------------</td>
<td>--------</td>
<td>---------</td>
<td>-------------------</td>
<td>-------------</td>
<td>----------------------------------</td>
<td>----------------</td>
<td>-------------</td>
</tr>
<tr>
<td>61</td>
<td>AlphaGraphics (Park Place Printing) (73)</td>
<td>Mesa, AZ</td>
<td>Steve Adams</td>
<td>$4.02</td>
<td>37.4%</td>
<td>3</td>
<td>0</td>
<td>28</td>
<td>$144</td>
<td>$1.34M</td>
</tr>
<tr>
<td>62</td>
<td>Docuplex</td>
<td>Wichita, KS</td>
<td>Jay Ewy</td>
<td>$4.02</td>
<td>18.5%</td>
<td>1</td>
<td>0</td>
<td>29</td>
<td>$138</td>
<td>$4.02M</td>
</tr>
<tr>
<td>64</td>
<td>AlphaGraphics (Insight Communication) (60)</td>
<td>Bountiful, UT</td>
<td>Grant Richey</td>
<td>$3.98</td>
<td>17.09%</td>
<td>1</td>
<td>0</td>
<td>17</td>
<td>$234</td>
<td>$3.98M</td>
</tr>
<tr>
<td>65</td>
<td>AlphaGraphics (Wet Ink, Inc.) (51)</td>
<td>Arvada, CO</td>
<td>E. &amp; R. Rothschild</td>
<td>$3.8</td>
<td>-1.63%</td>
<td>3</td>
<td>0</td>
<td>31.5</td>
<td>$121</td>
<td>$1.27M</td>
</tr>
<tr>
<td>66</td>
<td>Sir Speedy Printing (H&amp;H Graphics) (52)</td>
<td>Lancaster, PA</td>
<td>Mary Kohler</td>
<td>$3.62</td>
<td>-5.58%</td>
<td>1</td>
<td>0</td>
<td>25.5</td>
<td>$142</td>
<td>$3.62M</td>
</tr>
<tr>
<td>67</td>
<td>Allegra Print &amp; Imaging (Allesk Enterprises) (89)</td>
<td>Traverse City, MI</td>
<td>Roger Leask</td>
<td>$3.62</td>
<td>43.66%</td>
<td>1</td>
<td>0</td>
<td>2.5</td>
<td>$1.45M</td>
<td>$3.62M</td>
</tr>
<tr>
<td>68</td>
<td>Minuteman Press (Daileys Printing Co.)</td>
<td>Glen Burnie, MD</td>
<td>Nelson Anderson</td>
<td>$3.58</td>
<td>48%</td>
<td>2</td>
<td>1</td>
<td>16</td>
<td>$224</td>
<td>$1.79M</td>
</tr>
<tr>
<td>69</td>
<td>One-Source Communications</td>
<td>Whippany, NJ</td>
<td>Thomas Coultas</td>
<td>$3.49</td>
<td>5%</td>
<td>1</td>
<td>0</td>
<td>15</td>
<td>$233</td>
<td>$3.49M</td>
</tr>
<tr>
<td>70</td>
<td>Allegra Print &amp; Imaging of Arkansas (72)</td>
<td>Little Rock, AR</td>
<td>Darwin &amp; Lisa Buehler</td>
<td>$3.37</td>
<td>14.38%</td>
<td>1</td>
<td>0</td>
<td>22.5</td>
<td>$150</td>
<td>$3.37M</td>
</tr>
<tr>
<td>71</td>
<td>AlphaGraphics Bozeman (57)</td>
<td>Bozeman, MT</td>
<td>Michael &amp; Jeff Burgard</td>
<td>$3.37</td>
<td>-5.22%</td>
<td>2</td>
<td>0</td>
<td>22.5</td>
<td>$150</td>
<td>$1.69M</td>
</tr>
<tr>
<td>72</td>
<td>Allegra Marketing Services, Louisville East (61)</td>
<td>Louisville, KY</td>
<td>Spaulding &amp; Eberle</td>
<td>$3.36</td>
<td>1.33%</td>
<td>1</td>
<td>0</td>
<td>16</td>
<td>$210</td>
<td>$3.36M</td>
</tr>
<tr>
<td>73</td>
<td>Art Advertising (78)</td>
<td>Jonesboro, AR</td>
<td>Stacy &amp; Gary Gestring</td>
<td>$3.32</td>
<td>18%</td>
<td>1</td>
<td>0</td>
<td>26.5</td>
<td>$125</td>
<td>$3.32M</td>
</tr>
<tr>
<td>74</td>
<td>Plum Grove Printers (87)</td>
<td>Hoffman Estates, IL</td>
<td>Peter Lineal</td>
<td>$3.23</td>
<td>-11.4%</td>
<td>1</td>
<td>0</td>
<td>25</td>
<td>$129</td>
<td>$3.23M</td>
</tr>
<tr>
<td>75</td>
<td>Allegra Print • Mail • Marketing (PCCS Printing)</td>
<td>San Antonio, TX</td>
<td>Petra McCann</td>
<td>$3.23</td>
<td>27.76%</td>
<td>1</td>
<td>0</td>
<td>21</td>
<td>$158</td>
<td>$3.32M</td>
</tr>
<tr>
<td>76</td>
<td>Capitol Citicom Print &amp; Graphics (80)</td>
<td>Columbus, OH</td>
<td>Kevin &amp; Michael Oakes</td>
<td>$3.2</td>
<td>14.29%</td>
<td>1</td>
<td>0</td>
<td>23</td>
<td>$139</td>
<td>$3.2M</td>
</tr>
<tr>
<td>77</td>
<td>Allegra Print &amp; Imaging (Elco Enterprises) (81)</td>
<td>Lawrenceville, NJ</td>
<td>Ellis Galimi</td>
<td>$3.15</td>
<td>13.07%</td>
<td>1</td>
<td>1</td>
<td>23.5</td>
<td>$134</td>
<td>$3.15M</td>
</tr>
<tr>
<td>78</td>
<td>Minuteman Press (Genua &amp; Mulligan Printing) (75)</td>
<td>Clifton, NJ</td>
<td>Joseph Mulligan</td>
<td>$3.13</td>
<td>9%</td>
<td>1</td>
<td>0</td>
<td>13.5</td>
<td>$231</td>
<td>$3.13M</td>
</tr>
<tr>
<td>79</td>
<td>directFX Solutions (90)</td>
<td>Memphis, TN</td>
<td>Warner &amp; Shah</td>
<td>$3.1</td>
<td>24%</td>
<td>1</td>
<td>0</td>
<td>19.5</td>
<td>$159</td>
<td>$3.1M</td>
</tr>
<tr>
<td>80</td>
<td>Professional Print &amp; Mail</td>
<td>Fresno, CA</td>
<td>Douglas Carlile</td>
<td>$3.08</td>
<td>-2.3%</td>
<td>1</td>
<td>0</td>
<td>26.5</td>
<td>$116</td>
<td>$3.08M</td>
</tr>
</tbody>
</table>
Roosevelt Goes Green...
Solar panels on the roof provide most of the power for our Mt. Laurel plant. Underneath, an inventory that can meet all your needs in printing, publishing and packaging papers. All ready to ship and priced right. To energize your business, contact Roosevelt today.
and social media management, we have added a new category. Web-based services is starting out small (1.23 percent of sales), but will undoubtedly grow as this new profit center gains momentum. Here is your breakout of the percentage of sales by job type:

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
<th>Sales</th>
</tr>
</thead>
<tbody>
<tr>
<td>Press Prep</td>
<td>6.31%</td>
<td>$33,500,688</td>
</tr>
<tr>
<td>One-Color Offset</td>
<td>6.14%</td>
<td>$32,598,134</td>
</tr>
<tr>
<td>Multi-Color Offset</td>
<td>9.15%</td>
<td>$48,578,652</td>
</tr>
<tr>
<td>Four-Color Process</td>
<td>14.07%</td>
<td>$74,699,632</td>
</tr>
<tr>
<td>B/W Digital</td>
<td>11.33%</td>
<td>$60,152,582</td>
</tr>
<tr>
<td>Color Digital</td>
<td>20.31%</td>
<td>$107,828,680</td>
</tr>
<tr>
<td>Wide-Format</td>
<td>4.87%</td>
<td>$25,855,523</td>
</tr>
<tr>
<td>Bindery/Finishing</td>
<td>9.06%</td>
<td>$48,100,829</td>
</tr>
<tr>
<td>Mailing Services</td>
<td>4.77%</td>
<td>$25,324,609</td>
</tr>
<tr>
<td>Web-based Services</td>
<td>1.23%</td>
<td>$6,530,245</td>
</tr>
<tr>
<td>Brokered/Other</td>
<td>12.76%</td>
<td>$67,744,656</td>
</tr>
</tbody>
</table>

### Piece by Piece

There are a total of 172 locations represented in the Top 100 this year. That is only two fewer than last year’s list; a decline of only 1.15 percent. This is the only category that showed a decrease this year, and a two shop variance is negligible.

Average sales per shop (SPS) was $3,086,711, which marks an 11.13 percent gain on the year. In dollar value, that’s an increase of more than $500,000 per location. The top producer is Mele & Pinsky’s Quick Printing in Downey, CA, with a 76 percent increase in sales. The thing that is most impressive about this is that the growth was organic, rather than being the result of an acquisition. Their achievement is worthy of its own story, which you can find on page 26.

Several companies grew at impressive rates—12 reporting growth of more than 20 percent, while 29 grew by at least 10 percent and 30 that grew by less than 10 percent. One company reported sales unchanged from 2011 and nine failed to report. Eighteen companies reported sales (continued on page 23)
<table>
<thead>
<tr>
<th>Rank</th>
<th>Company/City (Previous Rank)</th>
<th>Owner/CEO</th>
<th>2012 Sales (in millions)</th>
<th>Growth</th>
<th># Shops</th>
<th>New Shops Planned</th>
<th># Employees</th>
<th>Sales Per Employee (in thousands)</th>
<th>Sales Per Shop</th>
<th>Year Founded</th>
</tr>
</thead>
<tbody>
<tr>
<td>81</td>
<td>Colt Print Services Boulder, CO</td>
<td>Jim Colt</td>
<td>$3.08</td>
<td>1%</td>
<td>1</td>
<td>0</td>
<td>21</td>
<td>$146</td>
<td>$3.08M</td>
<td>1975</td>
</tr>
<tr>
<td>82</td>
<td>Allegra Print • Mail • Marketing (Acadia Group) (68) saline, MI</td>
<td>Pat &amp; Therese Mahoney</td>
<td>$3.02</td>
<td>0.85%</td>
<td>2</td>
<td>0</td>
<td>28.5</td>
<td>$106</td>
<td>$1.51M</td>
<td>1973</td>
</tr>
<tr>
<td>83</td>
<td>Universal Printing (70) Durham, NC</td>
<td>Robert Moura</td>
<td>$3</td>
<td>1.53%</td>
<td>1</td>
<td>0</td>
<td>26.5</td>
<td>$113</td>
<td>$3M</td>
<td>1979</td>
</tr>
<tr>
<td>84</td>
<td>Sir Speedy Printing (Leda Printing) (77) Sarasota, FL</td>
<td>Eileen Rosenzweig</td>
<td>$2.93</td>
<td>3.97%</td>
<td>1</td>
<td>0</td>
<td>18</td>
<td>$163</td>
<td>$2.93M</td>
<td>1979</td>
</tr>
<tr>
<td>85</td>
<td>PIP Printing &amp; Marketing Services (P&amp;S Cochran Printers) (76) Peoria, IL</td>
<td>Cochran &amp; Parker</td>
<td>$2.91</td>
<td>1.75%</td>
<td>2</td>
<td>0</td>
<td>20</td>
<td>$146</td>
<td>$1.46M</td>
<td>1977</td>
</tr>
<tr>
<td>86</td>
<td>AlphaGraphics Cary (94) Cary, NC</td>
<td>Carol &amp; Edward LeClair</td>
<td>$2.89</td>
<td>18.96%</td>
<td>2</td>
<td>0</td>
<td>18</td>
<td>$161</td>
<td>$1.44M</td>
<td>1995</td>
</tr>
<tr>
<td>87</td>
<td>AlphaGraphics (Moran Graphics) (82) Chicago, IL</td>
<td>Richard Moran</td>
<td>$2.88</td>
<td>4.29%</td>
<td>3</td>
<td>0</td>
<td>28</td>
<td>$103</td>
<td>$962K</td>
<td>1993</td>
</tr>
<tr>
<td>88</td>
<td>Tyco Printing (79) New Haven, CT</td>
<td>Michael Iannuzzi</td>
<td>$2.87</td>
<td>2.61%</td>
<td>1</td>
<td>1</td>
<td>16.5</td>
<td>$174</td>
<td>$2.87M</td>
<td>1971</td>
</tr>
<tr>
<td>89</td>
<td>Sir Speedy Printing (Digital Services Enterprises) (93) Irvine, CA</td>
<td>Kathy Morgan</td>
<td>$2.85</td>
<td>16.89%</td>
<td>1</td>
<td>0</td>
<td>16</td>
<td>$178</td>
<td>$2.85M</td>
<td>1974</td>
</tr>
<tr>
<td>90</td>
<td>AlphaGraphics (Pamala, Inc.) (64) Phoenix, AZ</td>
<td>Larry Furlong</td>
<td>$2.76</td>
<td>-10.73%</td>
<td>1</td>
<td>0</td>
<td>18</td>
<td>$153</td>
<td>$2.76M</td>
<td>1981</td>
</tr>
<tr>
<td>91</td>
<td>AlphaGraphics (Cambrian) (69) Salt Lake City, UT</td>
<td>Rob Johnson</td>
<td>$2.74</td>
<td>-7.5%</td>
<td>1</td>
<td>0</td>
<td>21.5</td>
<td>$127</td>
<td>$2.74M</td>
<td>1986</td>
</tr>
<tr>
<td>92</td>
<td>Salem Printing &amp; Blueprint (71) Salem, OR</td>
<td>Brenton Field</td>
<td>$2.73</td>
<td>-7.36%</td>
<td>4</td>
<td>1</td>
<td>21</td>
<td>$130</td>
<td>$683K</td>
<td>1946</td>
</tr>
<tr>
<td>93</td>
<td>TruColor Printing (88) Greenville, SC</td>
<td>J. Ray Truluck Jr.</td>
<td>$2.7</td>
<td>6.96%</td>
<td>1</td>
<td>1</td>
<td>17.5</td>
<td>$154</td>
<td>$2.7M</td>
<td>1980</td>
</tr>
<tr>
<td>94</td>
<td>Sir Speedy Printing (Sir Speedy 4043) (92) Addison, TX</td>
<td>Jim Quinn</td>
<td>$2.67</td>
<td>9.56%</td>
<td>1</td>
<td>0</td>
<td>17</td>
<td>$159</td>
<td>$2.67M</td>
<td>1990</td>
</tr>
<tr>
<td>95</td>
<td>Sir Speedy Printing (Klummer Printing) (83) Washington, DC</td>
<td>Michael Klugerman</td>
<td>$2.64</td>
<td>-4.3%</td>
<td>1</td>
<td>0</td>
<td>9</td>
<td>$294</td>
<td>$2.64M</td>
<td>1993</td>
</tr>
<tr>
<td>96</td>
<td>MN Insty-Prints Minneapolis, MN</td>
<td>Phil Cheney</td>
<td>$2.63</td>
<td>38%</td>
<td>1</td>
<td>0</td>
<td>15</td>
<td>$176</td>
<td>$2.63M</td>
<td>1986</td>
</tr>
<tr>
<td>97</td>
<td>Allegra Marketing • Print • Web (563803 BC Ltd.) (65) Vancouver, BC</td>
<td>Michael Grant</td>
<td>$2.6</td>
<td>-14.3%</td>
<td>1</td>
<td>0</td>
<td>18.5</td>
<td>$141</td>
<td>$2.6M</td>
<td>1994</td>
</tr>
<tr>
<td>98</td>
<td>Ross Printing/Ross Sales Associates Charleston, SC</td>
<td>Jeremy Ross</td>
<td>$2.6</td>
<td>12%</td>
<td>1</td>
<td>0</td>
<td>29</td>
<td>$90</td>
<td>$2.6M</td>
<td>1999</td>
</tr>
<tr>
<td>99</td>
<td>AlphaGraphics (Van Veldhuizen Family) Sioux Falls, SD</td>
<td>Paul Van Veldhuizen</td>
<td>$2.59</td>
<td>12.85%</td>
<td>1</td>
<td>0</td>
<td>16</td>
<td>$162</td>
<td>$2.59M</td>
<td>1997</td>
</tr>
<tr>
<td>100</td>
<td>AlphaGraphics (Thomas E. Slade Inc.) (97) Evansville, IN</td>
<td>Tom &amp; Lisa Slade</td>
<td>$2.56</td>
<td>10.84%</td>
<td>1</td>
<td>0</td>
<td>17</td>
<td>$151</td>
<td>$2.56M</td>
<td>1993</td>
</tr>
</tbody>
</table>

Total Sales: $530,914,231 Total Growth: 10.19% # of Shops: 172 New Shops Planned: 25 Total Employees: 3,610 Average SPE: $147,068 Average GPS: $3,086,711
decreased, and 13 of those were down by less than 10 percent. Only one company saw sales drop by more than 20 percent.

Workforce

Of course, the best indicator we have of any company’s real fiscal health is sales per employee (SPE). In 2012, SPE for the Top 100 catapulted by 20.36 percent to an average of $147,068 over the previous year. That accomplishment was reached even after removing the top SPE performance from the group because it would have skewed the numbers to leave it in.

Once again, Roger Leask’s Allegra Printing in Traverse City, MI, topped this category with SPE of nearly $1.45 million—that is not a typo. Although Leask is an Allegra franchisee, he does not maintain printing equipment in-house and operates his company primarily as a print broker. He apparently does that extremely well because he produced more than $3.6 million with 2.5 employees. The highest SPE by a conventional Top 100 company was the impressive $305,216 produced by Sir Speedy Whittier.

Sales per employee ranged from those high notes to the lowest reported SPE of $89,621. Only two companies posted SPE of less than $100,000 this year. Fourteen companies had SPE that topped $200,000. The remaining 82 had SPE of at least $100,000.

Back to the Future

With numbers like these, one can’t help but feel optimistic. The across the board improvement of 2012 indicates that the recovery that got a toe hold in 2011 was no fluke.

The shift in services offered, including things like cross-media marketing and other Web-based services mark the evolution of the small commercial printing industry. To everyone who did not make the Top 100, I would say, look closely at what the companies are doing. This is the changing face of your competition.

For those who are still struggling to find their way in the new business model, let the performance of the 2013 Top 100 serve as an inspiration. For those who share in the uptick, let the competition begin in earnest. See you next year!

(continued from page 21)

Searching for New Revenue? It’s Easy to Print Magnets™

Magnum Magnetics has developed new products for the Quick Print and In-Plant markets which allow you to produce magnetic products profitably at your location. Inquire today to learn how a minimal investment can produce a quick ROI.

Real Magnets Produce Real Profits That Stick.

For more information, visit MyPRINTResource.com/10006517

Something extra:

Download a PDF of the 2013 Quick Printing Top 100 Honorable Mention List at:

MyPRINTResource.com/10941718

www.MyPRINTResource.com
Achieve Success in
Package Prototyping

With the right equipment and skill set, packaging prototypes can increase your market reach and profitability. By Jeffrey Steele

Package prototyping can be one way of becoming more of a full service provider to your customers. Not only are you positioned to produce the print run of the packaging, but you also stand ready to take on the step before that. Getting involved in package prototyping can also pave the way to added profits, because the printers can be used for items from signs to banners.

But entering the package prototyping realm can also present hurdles. There is new and special equipment to purchase, learning curves to endure and, some say, the need to master a whole new way of thinking about printing. In this article, we talk to a trio of printing companies about the upsides and downsides of taking on the challenge of package prototyping.

Cober Evolving Solutions

Based in Kitchener, ON, Canada, Cober Evolving Solutions is among leading North American printing companies that have successfully transitioned into package prototyping. The 97-year-old, family-owned company moved to an 80,000-square-foot facility two years ago. By doing so it was able to add the wide-format equipment that allowed the company to begin producing prototypes.

Soon after moving to the new site, Cober added HP Scitex FB700 and LX25-500 printers, as well as an Esko Kongsberg XP24 to handle die-cutting, scoring, and routing. Four months ago, it added an HP Scitex LX850, 10-foot-wide roll device.

Printers tend to think in two dimensions, but when producing prototypes, they have to begin thinking three dimensionally, according to company president Peter Cober. “Our design department had to make some adjustments to go from ink on paper to three dimensionally,” he says, adding that producing package prototypes “was kind of a natural progression for us. We might get the order, once it became an order, but now we’re getting the chance to get in upstream and do the prototyping.”

Cober’s client base is comprised almost exclusively of business-to-business entities, and major corporations among its clients expect the company to manage their brands, he says. Because those corporations trust the way the company handles brand management and the production of its packages, they also are confident in letting the company produce the package prototypes.

“We already had great relationships with our customers, because we’d been around so long,” Cober says. “So they trusted us to do this extra work.

“We were already doing their warehousing and distribution, so to have that added capability permits us to do the whole shebang from beginning to end.”

With an eye toward showcasing its new capabilities, including prototyping work, Cober Evolving Solutions held an open house shortly after it moved to its new facility. About 300 guests attended, many coming away surprised that the company had the equipment to handle prototyping, as well as banners, signage, and all other output now possible on the new equipment, Cober says.

He believes there is “definitely” profit in package prototyping. “It’s another opportunity to do design right through
fulfillment,” he says. “It’s just one more thing we bring to our customers to provide them with the full package.”

That said, however, prototyping is not without its challenges. For instance, Cober says, once you have created the prototype for an in-store display that holds packages, the challenges of shipping that design can sometimes create more work than actually developing the prototype.

In addition, however, there’s the hurdle of “being in new territory,” having to think about how the product will be used, and what will attract consumers within a store to approach the display and learn about the product.

How does the process begin? Cober Evolving Solutions maintains an archive of its clients’ digital assets, Cober says. “They come to us with a problem, [saying], ‘Here’s what environment it will be used within,’ and we create various scenarios in response, and do a presentation. They select their choice, and then we’ll go about creating the prototypes.

“We can do it in a matter of days with equipment we have now. And we can do it economically with the Indigos right through our wide-format equipment.”

**RockTenn Merchandising Displays**

Based in Winston-Salem, NC, this company’s short-run facility has been in place for two years, and has been doing prototyping all that time, says Matt Neuhoff, general manager of the short-run manufacturing and assembly facility.

In addition to serving some external clients, the facility produces a number of prototypes for an internal customer; that being the RockTenn Folding Carton Division. “Our primary business is secondary or tertiary packaging display prototypes, where we’re taking already produced packages and creating display prototypes that hold those packages,” Neuhoff reports.

RockTenn relies heavily on Inca S40 single-pass, wide-format digital UV printing equipment, Neuhoff says. Other important pieces of equipment include a Fuji Acuity wide-format digital printer and Zund high-speed CAD cutters. “We produce temporary and permanent displays for Fortune 100 consumer product companies,” Neuhoff says.

“It’s part of doing business for us. We design the displays, and prototype them prior to production, so the clients can kick the tires, so to speak. Once they finalize their structural and graphical design preferences, the job will go to more conventional printing methods and more analog production.”

As for the pros and cons of prototyping, Neuhoff says, “It’s a great means to an end, if the end is getting a larger order from a customer. But I wouldn’t get involved in this business or recommend this business as a stand-alone business. I wouldn’t recommend people go out and make a living producing package prototypes without there being larger prices—that being the actual production run. It’s not anything we decided would become a revenue stream. It’s something we do to get the work from our customers.”

That said, the digital printing capabilities RockTenn Merchandising Displays was able to begin offering when it acquired the aforementioned digital printing equipment has been a boon to business. “For us, having digital printing capabilities allows us to sell to customers we wouldn’t otherwise have worked with because the run didn’t represent enough volume [to be profitable]. Getting (continued on page 33)
A sudden 76 percent growth resulted from outstanding customer service over many years. By Howard Riell

Last year was a memorable one for Bruce and Linda Pansky’s PIP Printing and Marketing Services (PIP) in Downey, CA, for two reasons. One, of course, was its unforgettable 76 percent explosion in sales over 2011. The other was that, to a large extent, the new business was theirs for the asking.

The incredible growth, which pushed sales to $4.2 million and landed them at #53 in this year’s QP Top 100, came as a direct result of his company’s emphasis on generating referrals from existing customers—something every printer dreams of, but few do well. How’d they do it?

“I would like to make it sound beautiful, but it simply happened,” Bruce Pansky confesses. “There were two large referrals that we received early on in the year that led to additional business; two large accounts that we had no knowledge that we were going to get. We basically just got, ‘Surprise! Here you go!’”

PIP’s choice of niche, healthcare, played a key role in the growth, Pansky points out. “It is kind of a very critical area: it’s HIPAA-related, it’s government related through CMS (The Centers for Medicare & Medicaid Services), so there are not a lot of folks out there who offer the complete solution.”

The company was founded in 1969 by Bruce’s parents, Phillip and Joan Pansky, who retired 15 years ago. Bruce joined the family business full-time in 1977, and now serves as president. His wife Linda is a vital part of the business, acting as vice president, Special Project Support.

The Best Kind of Challenge

Growth on that scale was ever bit as challenging as one would think, as Pansky admits. “We look back and we’re not really sure how we pulled it off. It was very, very challenging, but everybody seemed to be pleased that we didn’t miss any deadlines.” Indeed, his company
mailed more than five million pieces last year. “When you’re talking about a volume like that, it really does task a company to make sure that we do all the same steps and quality control that we do when, just the year prior, we did a million and a half pieces. So, yes, there’s no doubt that it was challenging.”

Staff jumped from 15 to 22, and the company spent about $200,000 on new equipment. What didn’t change was PIP’s history of long vendor relationships. “By utilizing and drawing upon those relationships, those vendors also appreciate the opportunity for growth.”

The process of mining referrals, he says, begins with good service. “We had a client that we grew. People from that company moved on to other companies and brought us in because they were very satisfied with the solution we provided. We also always seek out satisfied customers and ask them for somebody else. Even in a large market like Southern California, it is still a small world where a lot of folks know each other.”

The work is extremely varied, Pansky says. “We have over 300 different publications between our major healthcare companies. Some are on-demand printing where you might have a one-off; others could be 50,000.”

PIP has a trio of clients for whom it handles the entire suite of services, from print to fulfillment, mailing, and inventory. “And that really is the bulk of it,” Pansky relates. “We have dabbled with other clients and, quite frankly, their volumes tend to be much lower. It has been a challenge for us to be able to be profitable with just a small percentage of fulfillment services with smaller clients.”

Fulfillment and mailing services for that niche, he concedes, “are not very profitable. It’s a very small margin, but you’ve got to have it. If you break that link, then basically the client is dealing with another vendor for another service.”

Consistency and the long view are important, Pansky stresses. “Our general manager Heather Kelly has been with us for 23 years, and she is the main contact to our top accounts. She knows their business. Our clients consider us a part of their marketing teams, and we work hand-in-hand.”

And 2013?

Pansky doesn’t realistically expect the same kind of volcanic growth, but he does plan to continue focusing on maintaining his current book of business. “In an industry like this you rebid annually, and you have to win this business,” he notes. “It’s not a guarantee, so our number one goal is to maintain the existing business that we have, and then secondarily to grow. As I’ve said, referrals have been a big part of our business. We are constantly asking our current customers where we might find another opportunity.”

The more modest goal is to grow the business 15 percent in 2013. “We think that is reachable, provided everything falls in line,” Pansky concludes. “Then again, there is always an opportunity. We could have some thing hit like last year and knock it out of the park again.”

—are you waiting for punched paper...

The STERLING® DIGIPUNCH punches paper without the need of a watchful operator. Pile 5 reams of paper into the feeder and 5 reams of paper will be punched and waiting for you in as little as two minutes. Now punch for wire, coil, or any hole pattern up to 72,000 sheets per hour, with the Sterling Digipunch®.

The automatic touch screen makes it the most user friendly punch ever devised, allowing the operator to set up and change over automatically.

Stop waiting for your paper. Don’t just punch it—DIGIPUNCH IT.

For more information, visit MyPRINTresource.com/10008067
Selling a Business Involves More than Price, Part 1

Methods of business valuation vary, depending on the health and size of your company. By Tom Crouser

What is a business worth? A business valuation is a good start, but too often that's all we focus upon. There are lots of issues surrounding a business sale, including issues with the price and everything up to and including what the seller will do afterwards. Let's first look at price.

There are numerous methods of valuation, but regardless of what printers agree upon, it doesn't mean spit because it's what bankers and investors believe that counts. Therefore, both buyers and sellers should know what's behind the standard valuation methods.

EBITDA

For example, EBITDA (Earnings Before Interest, Taxes, Depreciation, and Amortization) measures operating cash flow multiplied by a number of years. It's like the buyer says, "I'll pay you the last three years' of earnings for your business." The amount is typically 1.5 to 3.5 years.

Why eliminate interest, taxes, depreciation, and amortization? In comparing two companies, one may have little debt and low interest expense while the other has a lot of interest expense. Yet the company with high interest expenses can be earning more if interest isn't considered. After all, it's not the businesses' fault the owner had to borrow money to buy the business.

Same is true with depreciation and amortization. One company takes Section 179 accelerated depreciation and the other doesn't. One shows goodwill expense and the other doesn't. And taxes? C corporations pay federal and state income taxes while S corporations don't.

The deal is even more attractive if the buyer feels they can increase the EBITDA. But no, they're not going to pay you for what they have to do.

The downside of EBITDA is that it treats owner's salaries as management salaries where, in truth, some of us take higher salaries and lesser distributions (dividends), while others take a lower salary and higher distributions. Unless modified to treat owner's compensation as earnings instead of an expense, you could be undervaluing the business.

Capitalization of Earnings

Another method is capitalization of earnings. This is where earnings are treated as interest from a bank account. For instance, $100,000 of earnings would be generated from an account of $2 million earning five percent annually. "Whoa, my business is worth $2 million!" Not so fast, Sherlock.

Which would you rather have, $2 million in the bank or a printing company? Say money in the bank. Why? That's more secure. And that's why this business value is heavily discounted. How much? I'd expect $100,000 of earnings to fetch $250,000 in a sale, so that's a discount of 87.5 percent off of the $2 million capitalization of earnings value. I told you it was heavily discounted.

Why? Unlike owning stock in General Motors, you are actively involved because it's not a passive investment. Also, it's harder to lose money in a bank account than in a business.

Capitalization of earnings is one way to measure the value of a business. Like all methods, you have to know what the numbers mean, otherwise you will get a false sense of value.

What about percentage of sales? There isn't such a thing. Oh, you can take the selling price of shops and divide by their sales and get a percentage, but this isn't a way to value a business. It's simply a coincidence.

When a $500,000 sales shop earns $100,000 (20 percent) and sells for $300,000, it can give you the false impression that shops sell for 60 percent of sales. Nothing is further from the truth. The same shop earning $20,000 would be valued as parts.

On the other hand, it can be a rule of thumb. If you are offered a $500,000 shop for $1 million, pass.

Other Options

There are more methods. Using a number of them, an evaluator develops a range and then specifies a price within the range. Also note that these methods apply to businesses earning more than $100,000. If a business is earning less than that, other asset-based methods are used that can be compared to selling a car for parts.

Those are some of the issues you should know regarding the business evaluator's price. Next month, we'll cover other issues, some of which are not under your control. ☝️

Folder Express®

www.folderexpress.com

Standard 24 Hour Production*
*On our most popular folders

Best Sales Kit in the Industry

Free Ground Shipping to One Location

Shaping the way you do folders for more than 80 years...

Fill out and return for your FREE sales kit!

CARD MUST BE FILLED OUT COMPLETELY TO RECEIVE KIT.

Company Name

Industry/Type of Company

Attention

Shipping Address (No P.O. Boxes; we ship UPS.)

City

State

Zip

Phone

Fax

E-mail

Web

Your information is never sold or released.
We reserve the right to send our kit only to bona fide distributors.
Including:
• Retail catalog (R)
• Distributor Price List
• Sculptured Pockets® catalog
• Swatch book
• A variety of sales samples

Order your FREE kit today!

www.folderexpress.com

BUSINESS REPLY MAIL
FIRST-CLASS MAIL PERMIT NO. 730 OMAHA, NE
POSTAGE WILL BE PAID BY ADDRESSEE

FOLDER EXPRESS
11616 I ST
OMAHA NE 68137-9943

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

MADE IN THE USA
SAGE Supplier

SAGE/68319
ASI/54896
PPAI/357129
Star Award Winner
Cutting-Edge Marketing Services Promise Big Rewards

Web-based applications are essential to today’s marketing campaigns. **By John Giles**

Customer demands are requiring many printers to learn how to use the plethora of communication options now available. Print on paper is still basic to most customer needs, but a large amount of the printed material now needs to be repurposed for other media. Successful printers will have to deal with the new services if they want to provide complete communication packages and grow their business.

**Variable Data Printing & Personalization**

This service is perfect for most quick printers. Most VDP needs for small businesses require short runs, and printers already have the equipment and software to do it. Printers already providing mailing services will find personalization an easy transition. Most customers have some sort of mailing list, but they don’t know what to do with it. The best way to educate customers about VDP is for a printer to start marketing to his own customers using VDP.

Mailing houses, data companies, and offshore data companies can support printers handling the technical side of VDP. The printer just needs to send the data to a service and receive back a ready print VDP file.

**Website-based Services**

Websites have become a central to most companies’ marketing programs. It is difficult for printers to compete for original website creation, but there are a spinoff services a printer can offer to support a customer’s website.

One of the easiest is to make sure the customer’s print collateral supports the website’s message and the company’s branding. Printers should be auditing their customers’ websites to find print opportunities. Does the company have print material to support the different Web pages? What print collateral is used to communicate with the customer after he makes contact through the Web? What mailing message is used to drive customers to the site? Most Web-based sales activities will require print.

Printers also need to be able to create and integrate a landing page into a marketing campaign. For example, a printer recently completed a project for a customer’s job fair that used a variety of communication tools. The printer built a landing page for prospects to visit. The page collected the prospect’s information and allowed him to upload a resume. It collected the applicants’ information via both the website and a mobile site. The mobile site was accessed through a QR code printed on a banner in the trade show booth.

The package also included print material of information given to the prospect, wide-format printing for the display booth, and a personalized mailing after the job fair to people who participated. The entire project evolved around the printer’s ability to do a landing page.

**Mobile Sites & QR Codes**

The majority of mobile phone users now have smartphones, and they are using them to access the Internet for information. QR codes are now seen everywhere and should be included on all printed material to help reach customers.

Unless the landing page has been optimized for the small screen of the smartphone, the information could be too cumbersome to access. Mobile sites are an easy service for printers to add and don’t have to be tied directly to the customer’s current website. Printers should now expect almost any print marketing project to have a tablet and QR component.

Customers want one-stop shopping on marketing and communication projects so their branding will remain consistent. Printers are in the best position to provide their small business customers with the help and education needed to take advantage of the new media. Taking a little time to understand the technology will result in big opportunities for printers to grow their business.

**Tablet Publishing**

Adobe’s latest push is publishing on tablets, websites, and smartphones. Most printers experienced with InDesign and the Creative Suite should find repurposing for the new media easy. Adobe’s new Digital Publishing Suite lets printers take layouts from InDesign and design iPad apps without writing code. You get instant feedback with previews. Tablet use is growing and companies want to get their catalogs, newsletters, and other publications repurposed for the new media.

John Giles is a consultant and technology director for CPrint International. He is the author of “12 Secrets for Digital Success” and “The DTP PriceList”. He can be reached at 954-224-1942 or john@cprint.org. You can also find John on Twitter at @JohnG247 and LinkedIn. Read his blog at www.MyPRINTResource.com/blogs/john-giles. Order John’s books from Crouser & Associates (www.MyPRINTResource.com/10004688).
How to Prevent Burnout

Constant requirements to do more with less are trying, but there are solutions. **By Dr. David Claerbaut**

Considering the magnitude of the challenges and demands of life in the Executive Suite, it is not surprising that for many it is often hard to persist in a healthy fashion. Among decision makers in general, no matter the level, professionals whose job it is to encounter and resolve problems often experience what is called burnout.

Burnout is the end point of cumulative physical, emotional, psychological, and spiritual fatigue. It comes from giving when there is no more to give. The physical symptoms of burnout may include constant fatigue, backaches, and headaches. Emotionally, one stops caring, and begins to perform the functions of urban ministry as just that—functions rather than caring service. A lack of optimism, along with a sense of loneliness and isolation set in.

Burnout is the result of a number of things. First there is feeling that everything is cyclical rather than progressive. There is the feeling that one is on a treadmill with little being accomplished. Summer becomes autumn, autumn becomes winter, winter becomes spring, and spring becomes summer. The problems remain the same and the company continues to struggle. In fact, it seems that for every problem addressed there are four more with which to deal.

There is the irregularity of the work schedule. For many, there is no nine-to-five quality about life in the Executive Suite. Tasks are almost never as brief as they are expected to be. What looks like it should take a half hour often stretches into a half day or more.

**Antidotes to Burnout**

• The first is having a reason for what you are doing that goes beyond making money. That can be anything. It can mean a focus on providing good employment opportunities for worthy people. It can mean dedicating a portion of your or the company’s revenue to a worthy charitable cause. It can mean sponsoring or underwriting a community initiative. Realizing you have to make a buck and making a few is often not enough. The calling is to something larger than yourself or your P&L statement. The book “The Purpose Driven Life” did not remain perched atop the bestseller list for more than 100 weeks for no reason at all. Make your work truly purpose-driven.

• Second, find a base of support—someone you can track with as you go through the challenges of running a graphic arts organization. There is a need for support and reinforcement from others who genuinely understand the nature of the executive crucible. People you connect with may not be running a printing company. They may be in charge of a school, a community organization, a church, or a business. Connect with as many people as you can. The positive ones can be wonderful.
reality checks and sanity preservers, as you can be to them. When the energy fire burns low, there is a special need for support—a safe haven for blowing off steam and letting out frustration and disappointment.

- A third factor involves taking time for individual development. It is important to engage in activities that provide a sense of progress, satisfaction, and accomplishment. These may be writing, teaching in a community college, learning a skill, or pursuing a degree. Most people have a favorite avocation or second career they would like to pursue.

Rather than time vampires, these second interests serve as necessary pitstops.

One leader spoke of his “toys”, referring to his proclivity to teach courses, give speeches, start new programs, etc. Acknowledging that he is probably criticized for spreading himself a bit thin because of them, he stated that he would never have been able to make it in his executive position without these very constructive diversions.

- The fourth factor involves getting away. The heat and concrete, the pains and the problems, the noises and the nuisances, and the pace and the pressure of life in the Executive Suite have a wearing effect. Guard your days off.

I remember one NYC print owner who told his people not to call him when he was out unless there was “a fire or a flood.” Knowing the phone would not ring and that he could shut out the pressure was immensely therapeutic.

Dr. David Claerbaut has spent more than 25 years consulting in the graphic arts industry. You can reach him directly at 702-354-7000 or email him at drdavid@fcbb.com. Learn more at www.MyPRINTResource.com/10746916.

Package Prototyping
(continued from page 25)
that equipment has opened up new markets,” he adds.

PBM Graphics
This nearly 30-year-old Durham, NC printing company specializes in commercial printing, but got started in package prototyping when it acquired a Roland DGA printer about 18 months ago. “It provides more of a finished look for a well-developed prototype,” says color technician Hughes Grogan.

That Roland LEC 330, also known as a VersaUV, uses UV inks, he adds. “It does rolls and flat stock, and we use it mainly for flat stock. It’s primarily designed for roll media, but more than half our business is doing cards on foil substrates. We also have a flexo press that we use for packaging as well—primarily with rainbow foil, tinsel, cracked ice, and other unique substrates.”

When it began offering package prototyping, PBM Graphics made some key additions to staff, Grogan adds. “We brought in salespeople whose specialty is packaging, and knew how to sell package prototyping,” he says. “Packaging is one of those things that’s growing, as opposed to newspapers and phone books, and that’s the reason we brought in the equipment and personnel.”

Making the transition to package prototype provider includes mastering a learning curve, Grogan says. In addition, it can be time consuming (“The Roland printer is not exactly fast,” he says), with proofs taking up to two hours to make. As well, some proofs require multiple passes, which takes more time. Finally, prototypes often have to be CAD cut. “The Roland has a cutter as part of the equipment, but we do CAD cutting for greater precision,” he notes.

However, Grogan is happy PBM Graphics got the Roland. Often, clients will bring in different substrates to see if they can be used in a prototype. The Roland printer will print on all of them. “We can print packaging designs on a wide variety of materials, like clear acetate and cardboard materials…I keep a little sample case in the office to showcase what the machine can do.”

(continued from page 25)
Expand Sales through Acquisition

Successful acquisition requires that you plan first, then implement. **By Stuart Margolis & Paul Reilly**

Expanding sales through acquisition can be an effective and lucrative way to grow your business in today’s economy, but doing it successfully can be a challenge. We have seen promising acquisitions falter because buyers failed to give adequate attention to two important areas of the acquisition process:

1. Pre-acquisition Strategic Planning
2. Implementation Planning

**Pre-Acquisition Strategic Planning**

The goal of a successful acquisition is to generate shareholder value. It must make sense as a part of your overall strategic growth plan. We recommend you begin with thoughtful consideration of its intended outcome. Some potential acquisition goals might include:

- **Gaining a core competency.** Less mature markets offer greater expansion opportunities than the contracting commercial print industry. Large-format, fulfillment, data mining, and design are all growth segments that may support your company’s growth goals.
- **Expanding your customer base.** Depending on your growth goals, expansion could be into either the same or a related industry area.
- **Offering cross-selling opportunities.** Cross-training staff in both the buying and selling companies generates a broader knowledge base to better meet customer needs.
- **Purchasing technology to differentiate your services.** Proprietary technology drives sustainable differentiation in the industry. Everyone has access to the same printing equipment, so offering proprietary technology increases the “stickiness” of the customer base.
- **Replacing lost sales.** It is generally less expensive to purchase an established customer base from another printer in your area of expertise than to slug it out in the marketplace with your competitor.

The ancillary benefit of replacing lost sales is that you increase your volume, which lowers cost on your entire customer base.

**Implementation Planning**

Acquisition is a time-consuming, people-impacting process. It presents a challenge—one that has potentially significant implications for personnel at all levels of both organizations, as well as for customers, vendors, and creditors. The people factor needs to be carefully and consistently managed throughout the acquisition process so everyone working toward your common goal.

Some ways to support successful implementation of the acquisition process are:

- **Begin the acquisition process by assessing your management style.** Consider whether you and/or your company have the skills and resources to manage multiple locations and/or different company cultures.
- **Start with what you know.** We strongly recommend that your first acquisition be of a healthy company in your current area of expertise. This familiarity allows you to more readily fix any issues that may arise. Be cautious about tackling a new core competency goal or taking on an unhealthy company in an unfamiliar market.
- **Identify one person to be in charge of the full acquisition process.** This is an important, full-time job that should report directly to the buyer’s CEO and keep everyone focused on the implementation process.
- **Plan your acquisition implementation thoroughly.** Most acquisitions fail due to poor implementation or lack of resources. Think through what needs to be done, when the timing is appropriate, and who has the skill set needed to accomplish each step. Make sure your resources are in place well in advance of actual implementation.

- **Develop and implement a robust communication plan.** Talk to both the buyer and target customer bases about the benefits of the acquisition, either in conjunction with or just prior to the public announcement. Give critical customers (those who comprise 10 to 15 percent of your sales) even more lead time before the public announcement. And don’t overlook the importance of clear and consistent internal communication to staff members on both sides. Good communication eases the stress of change for everyone, sets clear expectations and timelines, and helps build a cohesive team that will support your post-acquisition structure and goals.

- **Maintain the status quo in staffing—especially in CSR or sales force areas—for three to six months post-acquisition.** This “no changes” policy holds true even if you must juggle two different compensation plans for the short-term. Don’t lose any salespeople during this critical transition period, and don’t give customers an excuse to look elsewhere to have their needs met.

Whatever your sales expansion goals may be, remember that successful acquisition takes careful planning, communication, and commitment. A clear vision of what you want and how you will get there is key to any successful acquisition process.

Stuart Margolis is a CPA and partner at MargolisBecker LLC. Paul Reilly is a partner at New Direction Partners LLC. More information at www.MyPRINTResource.com/10164246.
PRINT 13 is the year’s global exhibition spanning the realm of Print, Online and Mobile Communications. Breakthrough technologies, exciting new profit opportunities, and 60+ co-located events make PRINT 13 the industry marketplace and networking forum of the year!

Come explore the industry's global marketplace in the largest print market in the world — CHICAGO, USA!

SEPTEMBER 8–12, 2013
McCormick Place | Chicago, IL USA
www.print2013.com

Co-located show:
www.cppexpo.com

For more information, visit MyPRINTResource.com/10856957
Full-service Intelligent Mail: Should You or Shouldn’t You?

Do the math before jumping into full-service compliance. It may surprise you. By Nancy DeDiemar

On April 18, 2013 the USPS announced it had taken the last step to finalize new requirements to mail at automation-based postage rates by publishing a notice in the Federal Register. Effective January 26, 2014, mailers must use full-service Intelligent Mail to qualify for automation pricing when mailing postcards, letters, and flats as first-class presorted mail; letters and flats as standard mail; for periodicals; and for flats mailed as bound printed matter. This means using the Intelligent Mail barcode (IMb) on the outbound address and the 24-digit IMb on tray, tub, and sack labels.

What is Intelligent Mail?

Intelligent Mail is an important part of the USPS strategic vision to make all mail pieces visible from the time of entry into the mail stream to delivery at the final destination. This visibility provides operational benefits to the USPS since it will enable better planning and more efficient use of USPS resources if the content and makeup of mail is known in advance. For mailers and mail service providers, Intelligent Mail means the ability to locate an individual mail piece as it makes its way through the various processing and delivery steps.

Intelligent Mail was first introduced in January 2009 in two forms: basic and full-service. Generally, basic service was a replacement for the POSTNET barcode with the addition of address correction services, but no ability to track each individual mail piece. The USPS always intended basic service as a transition to full-service rather than a permanent part of Intelligent Mail.

Full-service Tech Credit

From 2009 to 2012, the USPS worked with mailers, software vendors, and mail service providers to simplify, refine, and improve the full-service option and ease the transition from basic to full-service for mailers. As part of this process, the USPS developed an incentive called the Full-service Technology Credit (tech credit) to help offset the investment required for hardware and software changes to support full-service mailings. Mailers did not apply for the tech credit; rather, the eligibility was established by the USPS on the basis of the number of full-service-eligible mailings submitted under individual Customer Registration ID (CRID) numbers over a 12-month measurement period.

Mailers who qualified for the tech credit received letters in the early part of 2013 notifying them of the credit amount that can be redeemed in postage. For 125,000 to 500,000 eligible pieces, the credit is $2,000; between 500,000 and two million, the credit is $3,000; and more than two million, the credit is $5,000.

The tech credit is like a prepaid debit for postage, though it can only be applied to full-service mailings containing 90 percent or more full-service pieces. Redemption is over a 12-month period beginning June 2013, and is claimed through eDoc submission using Mail.dat or Mail.XML. Postal Wizard submissions are not eligible. If a single mailing does not use all the tech credit, the balance can be applied to future mailings.

Steps to Implement Intelligent Mail

Broadly speaking, the steps for full-service Intelligent Mail are straightforward: obtain a Mailer ID from the USPS, generate and print the IMb as part of the outbound address (requires use of an IMb font, available for download from the USPS), schedule mail entry appointments through the Facility Access and Shipment Tracking (FAST) system, and submit the postage statement through eDocs using the Mail.dat or Mail.XML file format. Mailing service providers must also provide information about the mail owner (i.e.: the entity for which the mailing is being done) for any mailing over 5,000 pieces.

Mailers must be authorized by the USPS to submit eDocs. The process for this is called Test Environment for Mailers, or TEM testing. Basically, the mailer prepares from one to five types of Mail.dat files and submits them as test cases. The USPS provides feedback and approval for full-service Intelligent Mail submissions. For many mailers, this has been the most time-consuming part of becoming full-service-eligible. Once eligible for full-service Intelligent Mail, the mailer needs to do three things: print a unique ID to each mail piece, create unique container tags, and create the eDoc.

Help for Transition to Intelligent Mail

Because the switch to full-service Intelligent Mail is so important, the USPS and most software vendors are now offering a lot of support to mailers making the transition. For its part, the USPS is working on ways to make TEM testing faster and easier as well as providing webinars and information on the RIBBS website. Software vendors are offering webinars, instruction manuals, and even step-by-step guidance through the Intelligent Mail qualification process.

Mailing service providers do not need to be afraid of full-service Intelligent Mail. Like all major technology-based
steps the USPS has taken since reclassification in 1996, the requirements initially sound formidable—and, in fact, may have been so for early adopters. But as the January 2014 deadline nears, there is increased activity from many sources to help mailers take the needed steps for compliance.

Should Small Mailers Make the Transition?

It has been many years since the USPS began its transition to technology-based mail processing. First in relatively easy-to-implement steps (like CASS-certification), and later in requirements that had more impact on production requirements and cost (like move update compliance in 2008), the USPS requirements have presented mailers with a choice: bear the costs of compliance, or forego automation-based postage discounts.

I believe January 21014 is the latest example of a decision point for mailing service providers who handle a small volume of mail annually.

I define “small volume” as fewer than 120,000 pieces annually, or less than 10,000 pieces per month. Another measurement would be any mailer who did not receive a tech credit from the USPS.

With the fixed recurring cost of being in the mailing business currently at a minimum of $2,200 annually for a mailing permit and the subscriptions to mail list management software and National Change of Address (NCOA), before adding any costs for full-service Intelligent Mail or for track-and-trace services to decipher the information generated by Intelligent Mail, small mailers may find that full-service compliance adds more extra cost than the postage savings through automation discounts.

Besides the cost, mailers will also have to pass additional verification steps related to Intelligent Mail for each mailing presented for acceptance. This means more chances that a mailing will not be compliant, resulting in a delay for mail entry and frustration for the mailer.

Therefore, as counterintuitive as it seems, it may be less expensive and more efficient to charge customers the automation rate for postage, even though the discount is not claimed—meaning the mailer will collect less for postage than the actual cost. This is a business and customer service decision that small mailing service providers will need to make without delay.

For mailers who are already committed to making the transition to full-service Intelligent Mail, the time to begin is now. Only six months remain before the January 26, 2014 implementation date, and mailers will want to be fully comfortable with printing the full-service IMb on mail pieces and container tags, making appointments for entry using FAST, preparing Mail.dat files, and submitting documentation through eDocs.

Nancy DeDiemar is a former chairman of NAQP and Printer of the Year. She is the co-publisher of Printips (www.MyPRINTResource.com/10206473), a newsletter subscription service for printers. Contact her at Nancy91762@gmail.com.

Sales Coaching Improves Sales Performance!

If you’re not fully satisfied with the performance of a salesperson...

If you’re ready to hire a salesperson...

If you need help getting yourself out to sell...

If you don’t have a plan to grow your business back to where it was, and into the future...

Call Dave Fellman today!

800-325-9634
dmf@davefellman.com
www.davefellman.com

For more information, visit MyPRINTResource.com/10004781
Great printing salespeople achieve great performance by knowing their customers and how they make their buying decisions. They have learned that persuading and influencing their customers to make decisions, versus manipulating or telling, is a key prerequisite when selling high value printing programs and projects.

We have spent a great deal of time over the last few years observing printing salespeople—on live calls or within training workshops—attempting to sell customers on new ideas and new offerings. We have found that many are still relying on outdated sales techniques. These include the regurgitating tired and canned spiels or the use of manipulative sales techniques. Since printing sales is based on a high value, trusted relationship, telling and manipulating is not a sustainable strategy.

**Telling Vs. Selling**

Salespeople, who are tellers versus sellers, are those who present prepared presentations, case studies, solutions, or value propositions without regard to the customer’s specific wants or requirements. Print buyers and executives have consistently told us that they want customized sales presentations tailored to their business issues and opportunities.

Here is a typical teller sales scenario. The salesperson walks into the call with a prospective customer and commences with a rehearsed generic spiel. It could begin like this: “We are a general commercial printer with offset and digital printing capabilities that can handle all of your printing needs.” Or, “We are a marketing service provider who offers variable printing services for direct mail.” At this point, the salesperson launches a lecture on his or her company’s capabilities and presents a cascade of print samples. At no point has the salesperson tried to identify what problems or opportunities are facing the customer. An observer would know if a salesperson is being a teller if the salesperson is speaking 75 percent of the time. The call often ends with the customer trying to cut the meeting short by politely saying that he or she will give the salesperson an opportunity to quote on a job and no further follow up is required.

**Manipulation is Not a Sustainable Sales Strategy**

Another common and unsuccessful selling strategy is manipulative selling. We define manipulative selling as a way to control the conversation or play upon the emotions of potential buyers, by clever or sneaky tactics, to achieve a short term advantage for the seller.

Most of us recognize this approach when we receive an aggressive telemarketing call looking for a quick sale or a car salesperson appealing to the emotions of a buyer when trying to get a sale from a customer who walks into a showroom. The problem is that manipulation works for certain types of transactional commodity sales. For most printing sales, it will end in disaster.

Customers eventually realize they are being manipulated. Telling the truth in a convincing manner is the best approach. Manipulative selling in printing can occur at any time in the sales process. To gain interest, making over the top claims on the phone, or using aggressive tactics to get past a screener to gain an appointment will eventually lead to failure. Another example is falsely telling a customer that they must place their order before a certain time in order for their project to be completed. If the customer senses they are being unfairly manipulated, it will lead to a lost customer.

Manipulation and pressure techniques cannot work in a printing sales process where there are multiple decision makers or where a long term relationship with a customer is required.

**Selling is About Persuasion and Influence**

With all that is written and said about the importance of demonstrating the ROI of print, new printing solutions, sophisticated sales processes, and elaborate CRM systems, the key driver of sales is the ability of the salesperson to persuade and influence the customer. In addition to facts, customers make decisions based on emotions and feelings. This is not only true about what kind of printing they like, but how they feel printing relates to other forms of communications such as social media and digital media.

When you persuade and influence a customer, you are guiding that person to a mutually beneficial decision. This is done by demonstrating that you know their business and what is required to make them successful. The customers appreciate that they have choices and that you are helping them make the right decision.

As printing evolves and the economy improves, customers will continue to face tremendous choices on how to spend their dollars to communicate and inform. Printing salespeople make the difference. They are the direct key persuaders and influences on the value of printing. Simply telling and manipulating is not enough.

Joe Rickard is the founder of Intellective Solutions, a provider of customized sales, operational, and sales management training material and services. Contact him at 845-753-6156, jrickard@intellectives.com or visit www.MyPRINTResource.com/10164219.
Quick Printing Classifieds are sold per word for line ad listings or by the inch for display ads. Box numbers in care of this publication can be assigned for an additional $10. Send Box # answers to: Quick Printing, Attn: Box Number; 3 Huntington Quad., Suite 301 North, Melville, NY, 11747. Deadline is the 2nd of the month, two months preceding cover date of publication. Send order to Quick Printing Magazine Classified, 1233 Janesville Ave., P.O. Box 803, Fort Atkinson, WI 53538 or e-mail kimberly@quickprinting.com. Please type or print clearly. For further information, call 800-616-2252, ext 6103. Line Classifieds are $2.75 per word per ad per month ($30 minimum). Phone numbers are considered to be one word. No commission on classified rates. Display Classified rates per inch: 1 time $150, 3 times $140, 6 times $115, 12 times $105. Publisher’s choice of color: $105 additional.

### Regional Insert

*Denotes Regional Insert

---

**ADVERTISER DIRECTORY**

<table>
<thead>
<tr>
<th>ADVERTISER</th>
<th>PG#</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACTEGA Kelstar, Inc</td>
<td>32</td>
</tr>
<tr>
<td>MyPRINTResource.com/10314886</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.actega.com/kelstar.html">www.actega.com/kelstar.html</a></td>
<td></td>
</tr>
<tr>
<td>856-735-2032</td>
<td></td>
</tr>
<tr>
<td>Bordeaux</td>
<td>9</td>
</tr>
<tr>
<td>MyPRINTResource.com/10004154</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.c-m-y-k.com">www.c-m-y-k.com</a></td>
<td></td>
</tr>
<tr>
<td>408-247-2205</td>
<td></td>
</tr>
<tr>
<td>Crouser &amp; Associates, Inc</td>
<td>37</td>
</tr>
<tr>
<td>MyPRINTResource.com/10004688</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.crouser.com/shop">www.crouser.com/shop</a></td>
<td></td>
</tr>
<tr>
<td>304-965-7100</td>
<td></td>
</tr>
<tr>
<td>Datatech Smartsoft</td>
<td>7</td>
</tr>
<tr>
<td>MyPRINTResource.com/10004777</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.presswise.com/QP">www.presswise.com/QP</a></td>
<td></td>
</tr>
<tr>
<td>Duplo</td>
<td>25</td>
</tr>
<tr>
<td>MyPRINTResource.com/10005029</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.duplousa.com">www.duplousa.com</a></td>
<td></td>
</tr>
<tr>
<td>800-255-1933</td>
<td></td>
</tr>
<tr>
<td>EFI/Electronics for Imaging</td>
<td>5</td>
</tr>
<tr>
<td>MyPRINTResource.com/10005156</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.efi.com">www.efi.com</a></td>
<td></td>
</tr>
<tr>
<td>800-875-7117</td>
<td></td>
</tr>
<tr>
<td>Fellman, Dave</td>
<td>37</td>
</tr>
<tr>
<td>MyPRINTResource.com/10004781</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.davefellman.com">www.davefellman.com</a></td>
<td></td>
</tr>
<tr>
<td>800-325-9634</td>
<td></td>
</tr>
<tr>
<td>Firespring</td>
<td>15</td>
</tr>
<tr>
<td>MyPRINTResource.com/10007416</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.printerpresence.com">www.printerpresence.com</a></td>
<td></td>
</tr>
<tr>
<td>877-446-7158</td>
<td></td>
</tr>
<tr>
<td>Folder Express</td>
<td>29-30</td>
</tr>
<tr>
<td>MyPRINTResource.com/10005400</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.folderexpress.com">www.folderexpress.com</a></td>
<td></td>
</tr>
<tr>
<td>International Paper</td>
<td>48</td>
</tr>
<tr>
<td>MyPRINTResource.com/10071444</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.ipaper.com">www.ipaper.com</a></td>
<td></td>
</tr>
<tr>
<td>Label Art</td>
<td>17</td>
</tr>
<tr>
<td>MyPRINTResource.com/10006310</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.labelart.com">www.labelart.com</a></td>
<td></td>
</tr>
<tr>
<td>800-258-1050</td>
<td></td>
</tr>
<tr>
<td>Magnum Magnetics</td>
<td>23</td>
</tr>
<tr>
<td>MyPRINTResource.com/10006517</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.magnummagnetics.com">www.magnummagnetics.com</a></td>
<td></td>
</tr>
<tr>
<td>800-258-0991</td>
<td></td>
</tr>
<tr>
<td>Neenah Paper</td>
<td>11-12</td>
</tr>
<tr>
<td>MyPRINTResource.com/10170422</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.neenahpaper.com">www.neenahpaper.com</a></td>
<td></td>
</tr>
<tr>
<td>800-558-5061</td>
<td></td>
</tr>
<tr>
<td>Print 13</td>
<td>35</td>
</tr>
<tr>
<td>MyPRINTResource.com/10856957</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.print13.com">www.print13.com</a></td>
<td></td>
</tr>
<tr>
<td>Roosevelt Paper Company</td>
<td>20A-B*</td>
</tr>
<tr>
<td>MyPRINTResource.com/10007773</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.rooseveltpaper.com">www.rooseveltpaper.com</a></td>
<td></td>
</tr>
<tr>
<td>Signs</td>
<td>47</td>
</tr>
<tr>
<td>MyPRINTResource.com/10449454</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.signs365.com">www.signs365.com</a></td>
<td></td>
</tr>
<tr>
<td>Spiel Associates</td>
<td>27</td>
</tr>
<tr>
<td>MyPRINTResource.com/10008067</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.spielassociates.com">www.spielassociates.com</a></td>
<td></td>
</tr>
<tr>
<td>Spiral Binding</td>
<td>33</td>
</tr>
<tr>
<td>MyPRINTResource.com/10008070</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.spiralbinding.com">www.spiralbinding.com</a></td>
<td></td>
</tr>
<tr>
<td>800-631-3572</td>
<td></td>
</tr>
<tr>
<td>Xante</td>
<td>2, 3</td>
</tr>
<tr>
<td>MyPRINTResource.com/10008689</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.xante.com">www.xante.com</a></td>
<td></td>
</tr>
<tr>
<td>800-926-8839</td>
<td></td>
</tr>
<tr>
<td>Xerox – webinar ad</td>
<td>21</td>
</tr>
<tr>
<td>MyPRINTResource.com/10938427</td>
<td></td>
</tr>
<tr>
<td><a href="http://www.xerox.com/production">www.xerox.com/production</a></td>
<td></td>
</tr>
<tr>
<td>800-ASK-Xerox</td>
<td></td>
</tr>
</tbody>
</table>

This directory is provided as a service.
Publisher assumes no liability for errors and/or omissions.
BAGS AND BOXES

PRINTED BAGS
PAPER AND PLASTIC
Fast Delivery for Conventions & Meetings!
Small Quantities - Few As 500
SACS & BOXES II
c/o Jack Siemer
4045 N. St. Peters Pkwy,
Suite 100
St. Charles, MO 63304
1-800-677-8214
FAX: 636-441-9390
e-mail: siemer@swbell.net
For more information visit, MyPRINTResource.com/10111781

BANDEY EQUIPMENT/SUPPLIES

Trucks...
We invite you to COMPARE!
Built to Last a Lifetime

OUR NEW SIZE
19” X 29”
For Your Digital
13” X 19” Sheets

Delivered Fully Assembled
FOB Tulsa, Oklahoma
For Brochure or Information
1-800-998-1107
www.ferrellmanufacturing.com

For more information visit, MyPRINTResource.com/10071228

BANNERS

SPECIAL
Any 2 for $825.00
19” X 26”
19” X 29”
24” X 32”
24” X 40”
MIX OR MATCH SIZES

For more information visit, MyPRINTResource.com/10004506

COLOR PRINTING

NEW USER FRIENDLY WEBSITE

For more information visit, MyPRINTResource.com/10067863

To advertise in the classified section contact
Kimberly@quickprinting.com
(800) 616-2252, ext. 6103

For more information visit, MyPRINTResource.com/10067863

www.colorfxweb.com

www.MyPRINTResource.com
BOOK PRINTING

BOOKLETS
WHOLESALE JUST-IN-TIME
20 PAGE PLUS COVER
BOOK COVER 4/4 ON 80# GLOSS COVER
INSIDE 1/1 ON 80# GLOSS TEXT

DIGITALLY PRINTED

<table>
<thead>
<tr>
<th>Qty</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>50</td>
<td>$207</td>
</tr>
<tr>
<td>100</td>
<td>$284</td>
</tr>
<tr>
<td>250</td>
<td>$477</td>
</tr>
<tr>
<td>500</td>
<td>$806</td>
</tr>
</tbody>
</table>

OFFSET PRINTED

<table>
<thead>
<tr>
<th>Qty</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>75</td>
<td>$1,208</td>
</tr>
<tr>
<td>2,000</td>
<td>$1,562</td>
</tr>
<tr>
<td>5,000</td>
<td>$2,428</td>
</tr>
<tr>
<td>7,500</td>
<td>$3,170</td>
</tr>
</tbody>
</table>

For more information visit, MyPRINTResource.com/10005525

For more information visit, MyPRINTResource.com/10893811

BUSINESS CARDS

THERMOGRAPHED
Business Cards & Stationery
Foil stamping, blind embossing & engravning service too!

Serving the trade since 1951
800.369.3694
Toll Free Fax 888.256.9365
www.bcinc.com

For more information visit, MyPRINTResource.com/10004232

For more information visit, MyPRINTResource.com/10893811

BUSINESS FORMS

Ability
Business forms co.
13406 Splash Court • Orlando, FL 32828
ESTABLISHED 1974

- Snap Sets (1M and Up)
- Continuous Forms (1M and Up)
- Laser Checks, Forms & Labels
- Voucher Checks (Snap & Continuous)
- Receipt Books (up to 10 per sheet)
- Odd-ball Forms
- Forms with Labels
- Register Forms
- “Critical Delivery” Service Available

TRADE PROTECTION GUARANTEED
Joe Hamburger
Owner, Founder & Former Quick Printing Franchisee
EMAIL: abilityforms@att.net

VOICE: Toll-free: 1-800-522-3676
Local: 407-482-4250
FAX: Toll-free: 1-888-242-2800
Local: 407-482-4902

For more information visit, MyPRINTResource.com/10181644

COMMERCIAL PRINTING

ZOOPRINTING
ANNOUNCING
NEW JERSEY!
Early 2013

WE PRINT COAST TO COAST

WE PRINT BOOKS
UNNATURALLY FAST
800-231-0521

For more information visit, MyPRINTResource.com/10314932

FOR MORE INFORMATION VISIT, MyPRINTResource.com/10008754

ARE YOU SEARCHING FOR PRINTING PRODUCTS?
Check Out The Quick Printing Online Buyer’s Guide @ MyPRINTResource.com

For more information visit, MyPRINTResource.com/10008754
Now Offering Offset Printing

- Full Service Bindery
- Mailing w/ Variable Imprints
- Mac & PC Platforms
- Fast Turnarounds

Wholesale for the Trade

email: customerservice@a1copyandmailing.com

Call for Quotes 1-800-827-2679

For more information visit, MyPRINTResource.com/10003448

PrintSmith

Business Management Software

Bar Code Readers now available for sale!

For more information visit, MyPRINTResource.com/10064803

PFR

PrintingForResale.com

FREE SHIPPING

Ground, to the contiguous United States.

1.866.998.0911

500 4/0 FLYERS 8.5”x11”, 100# Gloss Text with Aqueous Gloss

$70 FREE SHIPPING

500 TRIFOLDS 8.5”x11”, 100# Gloss Text with Aqueous Gloss

$99 FREE SHIPPING

See What Our Customers Say About Us Online In Testimonials

NEW! 70# DULL TEXT

- INSERTS
- BOX TOPPERS
- MENUS

For more information visit, MyPRINTResource.com/10170661

Rapid Reproduction

DIGITAL COLOR AND B/W COPIES

COLOR COPIES 6 Cents 1,000 Minimum

B/W COPIES 1.25 Cents 10,000 Minimum

SAME DAY OR NEXT DAY Turnaround

Now offering Heidelberg Digimasters and Konica Minolta C7000’s

FULL SERVICE BINDERY • WHOLESALE COPIES

FAST TURNAROUND AND DELIVERY

978-657-6186
e-mail quotes to: rapidrepro1@aol.com

WHOLESALE COPIES

For more information visit, MyPRINTResource.com/10114619

DKS

digital
K O P Y S E R V I C E S

DIGITAL COLOR PRINTING

- Digital Color Offset Printing
- Fast Turnaround
- Great Profit Potential

WHOLESALE COPIES

B&W Copies as low as 1.3¢

Color Copies as low as 10¢

FULL SERVICE BINDERY

1-800-567-4463

FAX 941-360-9012
www.dkscopies.com

For more information visit, MyPRINTResource.com/10071040

Computer Estimating

Printers’ Plan

800.638.7526 www.printersplan.com

Estimating | Scheduling | e-Commerce

For more information visit, MyPRINTResource.com/10008012

EnvelopeMartUSA

Serving the Trade for Over 35 Years!

Envelope Manufacturing & Printing
Warehousing & Fulfillment

Over 2000 different sizes, styles & colors in stock including double-window envelopes.

Full-color, digital, variable & litho available.

1-800-356-7241
info@EnvelopeMart.com
Facebook.com/EnvelopeMart

For more information visit, MyPRINTResource.com/10426816

To advertise in the classified section contact
Kimberly@quickprinting.com
(800) 616-2252, ext. 6103

ARE YOU SEARCHING FOR PRINTING PRODUCTS?
Check Out The Quick Printing Online Buyer’s Guide @ MyPRINTResource.com
Pressure Seal Self-Mailers

PERFECT FOR DIGITAL COLOR & VARIABLE PRINT

・ More efficient & less costly than inserted mail
・ Special formats which include return envelopes, ID cards, coupons & free inserts
・ Fold & seal using your existing folding equipment

InfoSeal
THE FORM THE FUTURE WILL TAKE
1-888-952-4636 www.infoseal.com

For more information visit, MyPRINTResource.com/10147823

INVESTMENTS

CUSTOM Index Sets
For a FREE CATALOG
1-800-245-6600 www.uniform.com

For more information visit, www.MyPRINTResource.com/10003819

RAFFLE TICKETS

RAFFLE TICKETS - Best prices anywhere. Call for info at 217-227-4464. You can FAX us your raw copy, we will typeset & FAX you a proof...normally the same day. 24-Hour Fax 217-227-4140. Carter Printing, Box 289, Farmersville, IL 62533. www.raffle-tickets.com; e-mail: raffletic@aol.com. ASK ABOUT OUR DOOR HANGERS! For more information visit, MyPRINTResource.com/10004341

INDEX TABS

INDEX TABS

For more information visit,
www.MyPRINTResource.com/10147823

FOR MORE INFORMATION VISIT,
MyPRINTResource.com/10003819

ENVELOPES

Stay in the LEAD.

Converting and Printing
・ All styles manufactured including custom expansion envelopes
・ Miniatures
・ 4 color Jets
・ 1 to 6 color Litho printing
・ PAPIERTYGER and Tyvek
・ 1-5 day turn time on custom manufactured plain or printed envelopes, delivered when you need them.
— Full Service Manufacturer —

THE ENVELOPE EXPRESS

phone: 800-334-2979
fax: 630-616-9858

We’ll make it! We’ve done it!

For more information visit, MyPRINTResource.com/10005207

LABELS

ACRO LABELS

・ 1 to 8 Color Labels
・ 4-Color Process
・ Instant Quotes
・ Digital Printing

All Shapes, Sizes, & Stocks, for Every Application

Ask About Our Short Run Digital Press Capabilities
NO Plates Needed!

・ Removable and Permanent Pressure Sensitive Labels
・ Shipping Labels • Laminating • Barcodes • UL and CSA Recognized • Consecutive and Serial Numbering
・ Labels for Computers, Thermal and Laser Printers
・ Piggyback • Rolls, Fan Folded, Cut Singles and More!

1-800-35-LABEL
Rush Service Available
2530 Wyandotte Rd. Willow Grove, PA 19090
www.acrolabels.com
email: sales@acrolabels.com

For more information visit, MyPRINTResource.com/1000571

MAGNETS

Full-Color MAGNETS
Make your message stick

TradeNet
WHOLESALE TO THE TRADE

1 (800) 894-7301 • www.TradeNetCatalo

g.com

For more information visit, MyPRINTResource.com/10008365

NOTEPADS

NOTEPADS

For more information visit, MyPRINTResource.com/10008365

RAFFLE TICKETS

RAFFLE TICKETS

For more information visit, MyPRINTResource.com/10008365

www.MyPRINTResource.com
TAG STRINGING

Though our clients span the entire country, they all agree: “M & F is the only hang tag stringer to use.”

M & F Stringing LLC
P: 914 664-1600 Fax: 914 664-1455
www.mistringing.com info@mistringing.com

For more information visit, MyPRINTResource.com/10006471

TAGS/TICKETS

EZ TAG
U.S. PATENT NO. 4,780,974

FREE SAMPLES:
1-800-826-9525
CALL FOR PRICING ON:
FINISHED TAGS ALL SIZES
FREE SAME DAY SHIPPING
10 SIZES
13 COLORS
7 FLUORESCENT COLORS
TAG ATTACHMENTS
WIRE STRINGS ELASTIC STRINGS PLASTIC TIES

NO MINIMUM ORDER REQUIREMENTS

PRINT EZ TAGS IN MINUTES ON YOUR OFFSET PRESS
Print 1000 Tags in 5 to 10 minutes
EZ TAG CORPORATION
8615 N. 78TH AVE. PEORIA, AZ 85345
623-412-1120 800-826-9525
FAX 1-623-412-1182
sales@eztag.com www.eztag.com

For more information visit, MyPRINTResource.com/10006471

COPIES WHOLESALE


MANUFACTURERS

BOBST NORTH AMERICA INC. Renowned for technology and product range, we are the world leader in die cutters, folder-glues, and all types of foil stamping and embossing presses. 146 Harrison Avenue, Roseland, NJ 07068. 888-226-8800 or visit www.bobst.com. MyPRINTResource.com/10004147

POST-IT NOTES

AD-LIB ADVERTISING, 109 White Oak Lane, Old Bridge, NJ 08857. The printer’s original source for Post-it Notes since 1982. For free catalog or instant quotes call 800-622-3542 www.adlibwholesale.com. MyPRINTResource.com/10003587

PRESENTATION FOLDERS

FOLDER EXPRESS, 11616 I Street, Omaha, NE 68137-1212, Phone 800-322-1064, Fax: 402-330-8271. We specialize in Presentation Folders. Same Day, 24, 48 and 96 hour production times are available. Prices include FREE standard - business card slits and FREE ground shipping. MyPRINTResource.com/10005400

SPECIALTY PRINTABLE SUBSTRATES

GPA, SPECIALTY SUBSTRATE SOLUTIONS Pressure Sensitive Paper • Printable Films • Laser Labels • Digital Substrates • Los Angeles • Hartford • Chicago • Atlanta • 800-395-9000; fax 800-395-3581. www.askgpa.com. MyPRINTResource.com/10005603

LOGO LICENSING | REPRINTS | EPRINTS | PLAQUES

Content Licensing for Every Marketing Strategy

Marketing solutions fit for:
• Outdoor
• Direct Mail
• Print Advertising
• Tradeshow/POP Displays
• Social Media
• Radio & Television

Logo Licensing | Reprints | Eprints | Plaques

Leverage branded content from Quick Printing to create a more powerful and sophisticated statement about your product, service, or company in your next marketing campaign.

Contact Wright’s Media to find out how we can customize your acknowledgements and recognitions to enhance your company’s marketing strategies.

For more information, call Wright’s Media at 877.652.5295 or visit our website at www.wrightsmedia.com

www.MyPRINTResource.com

To advertise in the classified section contact
Kimberly@quickprinting.com
(800) 616-2252, ext. 6103

For more information visit, MyPRINTResource.com/10003448
Disorganized Reorganization is Risky Business

Sometimes you have to bend the rules to get the business—and save the customer. **By Steve Johnson**

I’m looking for some new digital presses. I’m considering all options with an open mind. Of course, I’ll look at “Brand A”. The company has done a lot of innovating with products that are targeted at my markets. I want to be sure that I’m up to speed.

I called my longtime Brand A sales representative. He is professional, patient, and tenacious.

He was still in college last time Copresco purchased any Brand A equipment, so he is eager to make a sale.

He is also frustrated. The day he was supposed to bring me print samples, he brought me news of a reorganization of the sales structure within Brand A.

**Round Peg, Meet Square Hole**

Veterans of the business world will appreciate this story of what happens when large organizations, operating with the best of intentions, opt for reorganization.

Disorganized reorganizations are happening everywhere and this is only one example. It isn’t just the big guys, either. Pay heed; don’t inadvertently do something like this to a client! When a small business begins acting bigger than it really is, it is often the customer who suffers.

Where were we? Oh, yes, my Brand A salesman was sitting in my waiting room, sans samples. In his soft spoken, professional way he unburdened his tale of woe.

My rep calls on accounts in the graphic arts, or “print for pay”, as they say in the business. That’s what I do; so far so good.

Brand A also has a dealer network that usually calls on smaller businesses. Okay, but what had that to do with me?

Brand A also has a regional company that it apparently acquired a few years ago. That sales rep has been champing at the bit to get an appointment with me, but, hey, I already have a Brand A rep.

Are you confused yet? To me, none of this really matters. Brand A makes stuff, I need stuff, I have a sales rep who wants to sell me stuff. Don’t bother me with the internal corporate mumbo jumbo.

**But It’s Our Policy!**

You can run, but you can’t hide forever.

Brand A has restructured its graphic arts sales organization to focus on big companies. Smaller companies will be assigned to local dealers.

Are we a small company? When we were last an all-Brand A shop—back in the early days of the digital era—we had eight machines at one point. We sent some pretty big checks to Brand A every month.

But wait, there’s more. Since we have no Brand A equipment on our production floor anymore, we aren’t really a Brand A customer. Any Brand A rep from any division can call on us. May the best man win.

If you aren’t lost yet, you have clearly been in this business for a long, long time.

Here’s the rub. My sales representative gently reminded me that Copresco does have some Brand A iron in action. Iron might be too strong a word. We have a Brand A multifunction printer in our production department, where we do our estimating and job ticketing, and another in our accounting department. These aren’t used for client work.

This makes us an active Brand A customer after all. Ironically, it makes us the smallest of the small. Too small, it turns out, to deserve the services of our current sales representative. Too small for his counterpart in the regional technology division. Just the right size, according to Brand A’s restructuring plan, for some local business equipment dealer.

So, Mr. Office Supplier, wherever you are, when you are done selling that fax machine to the law office on Main Street, give me—your new “customer”—a call. I need a million bucks or so worth of equipment. Better call fast, though. Your competitors are already on this, and they already know what I need. Just like my former Brand A sales rep.

Maybe he’ll send you a copy of this article.»

Steve Johnson is president of Copresco in Carol Stream, IL; a pioneer in digital printing technology and print on demand. Contact him at www.MyPRINTResource.com/10111496, or send direct feedback about this column via www.copresco.com/forms/contact.htm.
IS LIVE!

FULL PRODUCT LINEUP NOW AVAILABLE.

Some services including contour cutting & local pickup coming soon.

For more information, visit MyPRINTresource.com/10449454

vinyl banners | adhesive vinyl | yard signs | vehicle magnets

Chat & Order Online - www.Signs365.com  1-800-265-8830

See Why Over 32,000 Trade Only Professionals Choose Us!

Copyright © 2013 Signs365.com LLC  *Terms and conditions apply.
An environmental commitment with teeth!

Hammermill® Great White® 100 now joins Great White® 50 and Great White® Copy to deliver the recycled paper options you need – plus, all are backed by Hammermill’s 99.99% Jam-Free Guarantee.

Great White papers run smoothly, look sharp, and contain post-consumer fiber.

Hammermill Great White Paper – Once your customers try it, they’ll be hooked.

For more information, visit MyPRINTResource.com/10071444

©2012 International Paper Company. All rights reserved. Hammermill and Great White are registered trademarks and 99.99% is a trademark of International Paper Company. Forest Stewardship Council, FSC and the FSC logo are trademarks of Forest Stewardship Council, A.C.