A FRESH LOOK AT ALL THINGS PRINT

Top Product Highlights

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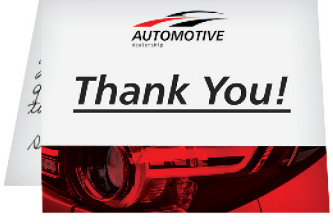
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PRINT in a TikTok World

TOP 3 BRAND TRENDS

1. Socially responsible branding
2. Brand inclusiveness through diversity and "real" consumers
3. Technology-based brand strategy from ordering to awareness





70%

of people had higher **brand recall** with printed marketing compared to digital marketing



82%

of millennials think that direct mail is more trustworthy than email and digital media

93% of consumers say that visual appearance influences which products they buy

85%

of consumers say that **color** is the main reason they push through with a sale

Colors

have a lot to do with how a brand markets itself. Advertising designers are going gaga over colors to make their brand logo stand out from the competition while still being able to convey their messages.

Innovation for 2021

Innovation in 2021 will look radically different than years prior. Technology is transforming the industry with greater demand for security, increased personalization, improved sustainability and minimalism in design. Practicality takes a front seat with 3D printing applications, modular shipping containers and public health supporting elements.



CUSTOM KIOSK WITH PARTITION

Modular kiosks with acrylic partitions are useful for in-store pickup, symptom testing and contact tracing forms.



Tyvek® Envelopes



HAND SANITIZER STATIONS

Mobile, easily refillable and storage space for four gallons, place these branded stations at every entry and common area.

ENHANCED FINISHES







SEAT SAVERS

New protocols make social distancing a priority, but not all furniture can move. Adding seat savers can easily (and with humor) indicate what's available and what's not.

MENUS

Depending on your location, you might need different types including disposable and laminated menus, washable synthetic menus, or even wall-sized menus.

This paper can be sanitized!

Washable papers

PACKAGING

Sophisticated and unique packaging innovations meet exact needs and support quick turns, customization and market testing while reducing obsolescence.





SYMPTOM SCREENING

Nearly all states require symptom screening, and most include fever checks. Scent Check™ PRO for at-home or worksite smell testing adds another important layer. Studies show smell testing is "the best indicator for COVID-19," more reliable than fever or cough.*

*Global Consortium Cross-Sectional Study
Link: **https://www.medrxiv.org/content/10.1101/2020.07.22.20157263v2**

Specialty is Our Specialty

Business Identity Products

Innovations that redefine what's possible with print. Offering an ever-expanding portfolio of products that set the benchmark for quality. Evolving capabilities provide new opportunities for products and services that are outside the traditional scope.

Enhanced Finish
Spot gloss adds a touch of shine

Enhanced Finish
Raised spot gloss brings your gloss to a new level

Enhanced Finish
Raised foil provides the effect of foil without a die

Raised Printing
Full or spot color adds texture and dimension

Foil Stamping
Traditional hot stamping provides a flat surface with shine

Foil Embossing
Traditional hot stamping with a raised look and feel

Blind Embossing
Raised look and feel sets your design apart

Blind Debossing
Creates a unique effect with a depressed design into the substrate

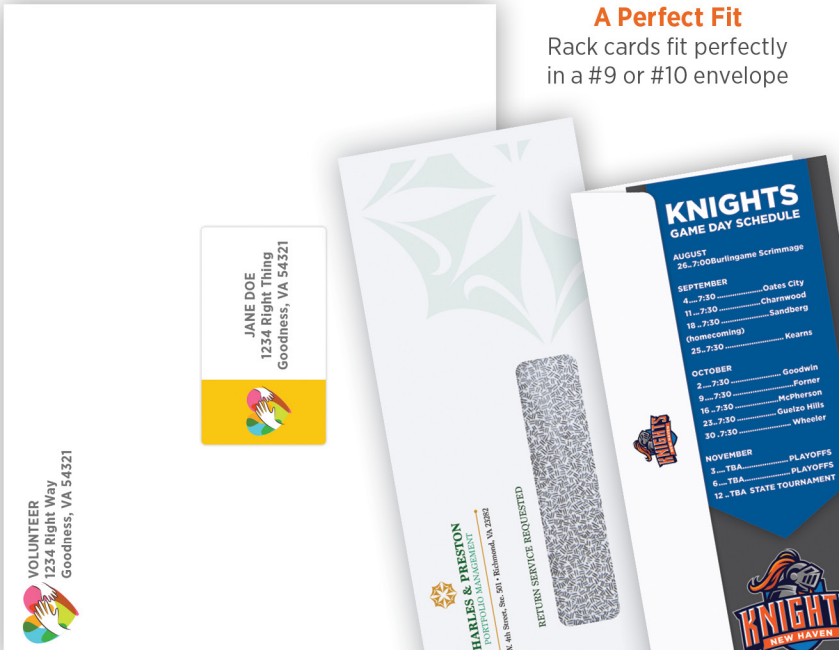




Let's Be Direct

Direct Mail Options

Recent studies indicate an increase in demand for direct mail. Tested and proven across every industry and category, direct mail provides one of the highest, most reliable ROIs of any advertising channel. Targeted, personal and measurable, with diverse package variations including announcements and postcards, or options like rack cards and matching envelopes.



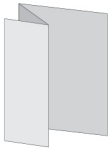
A Perfect Fit
Rack cards fit perfectly in a #9 or #10 envelope

Expand Your Brand

Elements That Support Brand Experience



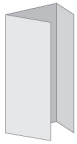
Half Fold



3 Panel | Engineer Fold

Break the Mold with Folds

Nontraditional folds are a great way to make your brochure stand out from the crowd.



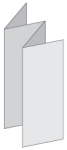
3 Panel | Trifold



4 Panel | Parallel Fold



3 Panel | Z-Fold



4 Panel | Accordion Fold



3 Panel | Gatefold



4 Panel | Closed Gatefold

1.



1. **Brochures for Sales Options**
   Brochures are easy to distribute and a cost-effective way to inform and build trust.

2. **Rear-view Door Hangers**
   Choose from two standard sizes of this versatile marketing tool that captures attention and informs.

3. **Steering Wheel Tags**
   One size with a unique loop design to highlight cleanliness, detail cleaning or warranties.

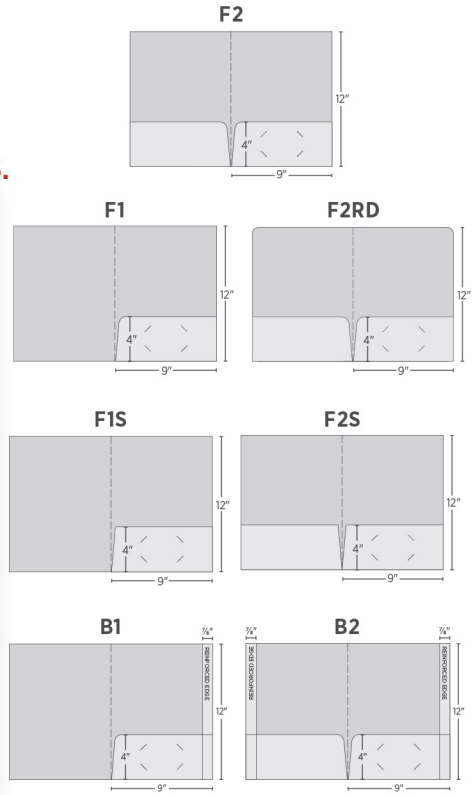




5.



6.



4. **Important Documents**
Custom letterhead and forms make it easy to personalize messages to customers with a branded touch.

5. **Leave-Behinds**
Hang tags create a branded touch to label important items or to send home with customers to keep your brand top of mind.

6. **Branded Folders**
Perfect for holding and organizing important materials, promoting brand and making a memorable impression.

Standard and Custom Pockets

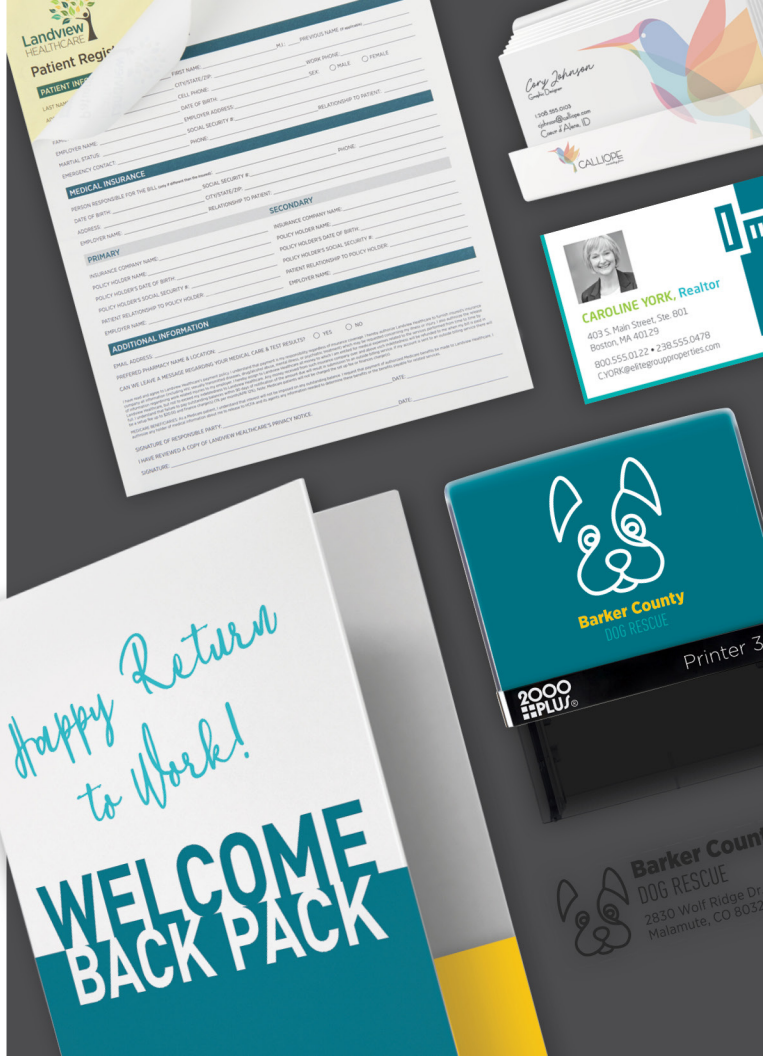
All of the standard and custom pocket options smartly present company image and help brands stand out.

Office Essentials

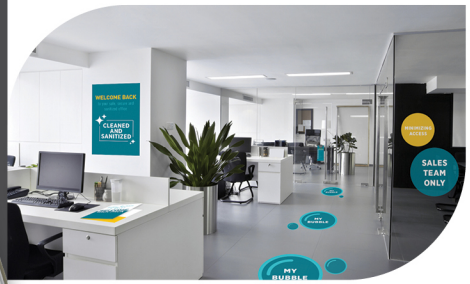
Supplies for Home or Onsite Workplaces

Research shows work-from-home policies will become permanent for many and others will continue working remotely for at least the long-term.

- Replenish key office supplies like letterhead and envelopes for day-to-day communications.
- Update business cards, stamps and address labels with current contact information and correct mailing address.
- Help employees stay organized with Post-it® Notes, for daily reminders and to-do lists.
- Equip employees with branded pocket folders to keep important materials organized, filed and easily accessed.
- Promote efficiency with custom whiteboards, wall calendars and communication boards that help teams track projects and tasks.







Employers are doing what they can to make office spaces safer for their employees, keeping them well-informed, and helping them maintain safe distances and practice diligent hygiene protocols.



Staying organized is essential for the remote workforce. Providing the right tools to remote employees helps keep them on task and on target. Consider updates to contact information if extended at-home work is foreseeable.

The Note You Know

Unlike knock-off notes, genuine Post-it® Notes stick securely, remove cleanly and make a lasting impression for your client's business.

Labels You'll Stick With

24-Hour Custom and Standard

Designed to perfectly fit your product and enhance its look, labels can be ordered in a variety of shapes and sizes, plus numerous substrates from standard white gloss to specialty options including foils, films and fluorescents.

- Many popular shapes and sizes
- 1-color or full-color imprint options
- Indoor stocks include paper, films, foil and fluorescent
- Outdoor stocks include metallic, white, removable and reflective









Designed and Ready-to-Go

Stock Label Opportunities

These labels are preprinted with colorful and useful designs coming in packs or rolls for easy ordering. Choose from directional floor decals, healthy hygiene reminders or safety seals to help your customers in need of a speedy solution for their businesses.

- Popular and relevant messages
- Low minimums starting at packs of 10 or rolls of 250
- Quick Turn: orders in by 1:00 p.m. (CT) will ship the following day
- Floor decals are UL 410 non-slip approved

Stock Label Tip
Ask about all the ready-made design options.





Everyday Label Options

Essential and Unique Uses

Customers do not buy products if they don't trust the packaging. Professional labels are a sign of a reliable product and can convey one-time callouts or make lasting impressions.

- Window decals have a special adhesive that allows you to remove and reposition multiple times on a clean surface and leaves no residue.



So Scan-able

Barcodes are an organizational building block to improve efficiency. They are easy to produce in a variety of ways, including static, variable or 2D barcode labels.









Why Use Labels in Your Marketing & Branding?

As buyers become more discerning of the products and services they buy, labels visually connect consumers with products and services. Labels are on-site marketing tools that make your product stand out, keep your brand front and center, and convey vital information such as ingredients, instructions and warnings.

- Bumper stickers offer free gloss lamination to provide protection against moisture, scratching and outside elements.



Branding at Your Fingertips
Create an emotional connection to your brand with cost-effective water bottle labels for your goods and services.

Step Up Your Shelf Game

Shelf Appeal with Labels and Packaging

Unique stocks and special printing effects combine to create one-of-a-kind products that cause shelf disruption and engage customers.

- Make your product quickly identifiable with unique and spectacular effects
- Add eye-catching dimensional touches
- Protect brand and images with watermarks and security features
- Break through the clutter with bold differentiators in inks and substrates

The Complete Package
Innovative printing and finishing methods fit unique product specifications, create more attractive packaging and promote brands.

Perfect Pairing
Double the impact and consistency when your product labeling matches the package.





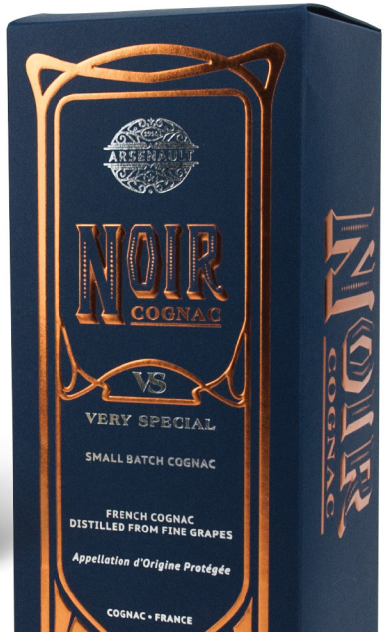


Consumers form an opinion about a brand the moment they see the labels and packaging. Both traditional and digital printing methods upgrade branded packaging to a branded experience. New technologies support **niche and craft businesses, allowing as low as a 250 minimum order quantity**. Custom finishes and coatings add pizazz and make products stand out on the shelf. Embellishing processes highlight design elements, elevate the tactile experience and add dimension.



Die-cut Label





Colorful Cans
Can labels are a great cost-effective alternative to printed cans when highlighting a brewery brand or specialty brew.

Grab Attention Curbside

Personalize Buildings to Boulevards

1. **Banners**
   Whether celebrating events or promoting sales, banners are a great way to capture attention.
2. **Sail Flags**
   Bring attention to entrance points, hand sanitizer stands, restrooms and concessions.
3. **A-Frames**
   Freestanding A-frame signage is an ideal way to promote sales, guide attendees through events, and more.
4. **Yard Signs**
   Yard signs can be used to convey important messages like the hours you're open or setting up appointments.
5. **Floor Decals**
   Use directional floor decals to guide customers and maintain safe social distancing.



From Vacant to Vibrant





Make A Space Your Own

Custom Signage Creates Branded Spaces

6. **Wall and Counter Decals**
   Easy to reposition time and again, decals are great for adding artwork to counter-tops, walls, and more.

7. **Window Decals**
   Full-color decals on your choice of white or clear stock bring full-color photographs, logos, marketing messages and more to windows.

8. **Table Tents, Pedestal Signs, Desk/Wall Signs**
   With a wide variety of signage size options ideal for marking offices and cubicles, or guiding visitors through offices, these versatile signage options can be used in a wide variety of settings. Full-color print allows for even more versatility, highlighting logos, photography, and more.

9. **Acrylic Desk and Wall Signs**
   Our line of acrylic products brings an upscale look to signage and award favorites. These full-color subsurface print and engraved acrylic products are perfect for creating a unique look in corporate, retail, healthcare, hospitality, and restaurant environments.



GROWING TRENDS & MARKETS

Businesses and workplaces have seen major shifts in how business is conducted as well as the industries and verticals that are seeing growth.

Cannabis & CBD

- Custom labels and packaging help elevate CBD brands
- Specialty business identity products add a high-end touch
- Use signage to highlight brand messaging





Work From Home

- Send care packages to employees working remotely
- Personalized Post-it® Notes are perfect for a home office
- Promo products are perfect for employee recognition

New products are being developed to **fit the growing need** and importance of creating spaces in which customers, students and employees feel safe.

Healthcare

- Symptom checking tools
- Pop-up screening and testing stations



K-12 & Higher Education

- Display building policies with signage
- Custom folders for distance learning packets
- Recognize students and factions with yard signs



SAFETY
IS PARAMOUNT

Retail Stores

- Highlight sales with retractable banners
- Build a brand with labels and packaging
- Direct shoppers with floor and wall decals



RETHINK TRADITIONAL MARKETS & INDUSTRIES

A-Z Product Listing

ANNOUNCEMENTS
- Blank Envelopes Included
- Color Core
- Enhanced Finishes
- Extra Thick
- Foldover & Card Styles
- Full-Color & Spot Color
- Panel & Non-Panel Designs
- Raised Print & Flat Print
- Response Cards & Envelopes
- Specialty Printing

AWARDS & GIFTS
- Awards
- Clear Acrylic Wall Art
- Coasters
- Full-Color & Engraved
- Luggage Tags
- Portfolios

BADGES
- Badge Talkers
- Clear Acrylic, Metal, Plastic, & Wood
- Full-Color & Engraved
- ID Badges
- Reusable Badges

BANNERS
- Durable & Value
- Gloss
- Mesh
- Pennant Durable & Value
- Retractable Banners & Stands

BUSINESS CARDS
- ASTROBRIGHTS® Papers
- Color Core
- Die Cut
- *New!* Enhanced Finishes
- Extra Thick
- Fold-Over
- Full-Color & Spot Color
- Magnetic
- PVC
- Raised Print & Flat Print
- Rounded Corners
- *New!* Shaped
- Soft Touch
- Specialty Printing

CHECKS & FORMS
- Business Checks
- Custom Full-Color & Spot Color
- Deposit Slips
- Gift Certificates
- Invoice Forms & Books
- Purchase Order Forms & Books
- Receipt Books
- Register Forms
- Repair Forms
- Road Service Books
- Sales Order Forms

CHECKS & FORMS (cont'd)
- Service Forms
- Shipping Forms

DECALS - Wide Format
- Floor
- Full-Color & Vinyl Cut
- Perforated
- Wall & Counter
- Window

ENVELOPES
- Booklet & Catalog
- Flip and Seal
- Full-Color & Spot Color
- Peel and Seal
- Stationery
- Standard Business
- Security Tint
- *New!* Tyvek®
- Window

LABELS
- Barcoding
- Beer & Wine
- Bumper Stickers
- Coupons & Clean Release
- Direct Thermal
- Embossed
- Foil Stamping
- Food & Beverage
- Freeform™ Laser Cut
- Industrial / Durable / Outdoor
- Laser Sheets
- Mailing & Shipping
- Parking Permits

LABELS (cont'd)
- Reflective
- Sticker Sheets
- Stock Design Labels
- Tech Decals
- Thermal Transfer
- Variable Data & Imaging
- Water Bottle
- Window Decals

LETTERHEADS
- Full-Color & Spot Color
- Raised Print & Flat Print
- Specialty Printing

MARKETING MATERIALS
- ASTROBRIGHTS® Papers
- Booklets
- Brochures
- Bookmarks
- Door Hangers
- *New!* Enhanced Finishes
- Event Tickets
- *New!* Glitter Stocks
- *New!* Hang Tags
- Magnets
- Memo Pads
- Playing Cards
- Postcards
- Posters
- Rack Cards
- Sales Sheets
- *New!* Synthetic Stock
- Trading Cards

PACKAGING
- Belly Bands
- *New!* Bottle Neckers
- *New!* Custom Cartons
- Gift Card Carriers
- *New!* Hang Tags
- *New!* Standard Cartons

Post-it® Notes
- Acrylic Holders
- Cubes
- Full-Color & Spot Color

PRESENTATION FOLDERS
- Box Pocket
- Card Carriers
- Certificate Holders
- Cheer Products
- Expandable
- File (Pocket/No-Pocket)
- Inserts (Stitched/Stepped)
- Legal
- Literature
- Loose Pocket
- Mailers
- Mini
- Portfolios
- Secured Pocket
- Specialty
- Standard
- Table Tents
- Tax Covers
- Tri-Panel
- Vertical Pocket

PROMOTIONAL PRODUCTS
- Bags
- Balloons
- Buttons
- Calendars
- Cell Phone Accessories
- Drinkware
- Journals
- Key Fobs
- Lip Balm
- Magnets
- Mint Dispensers
- Mugs
- Napkins
- Planners
- Writing Instruments

SAFETY PRODUCTS
- *New!* Acrylic Partitions
- *New!* Disposable Mask Hooks
- *New!* Face Masks
- *New!* Hand Sanitizer Stations
- *New!* Seat Savers
- *New!* Scent Check™
- *New!* Scent Check™ PRO

SIGNAGE
- A-Frame Sandwich Boards
- ADA Specialty Signage
- Clear Acrylic Wall & Desk Signs
- Clear Acrylic Table Top Signs
- Communication Boards
- Desk Signage & Desk Bars
- Foam Board Signs
- Full-Color & Engraved

SIGNAGE (cont'd)
- Interior Plastic Signs
- Magnetic Signs
- Plastic Table Tents
- Plastic Pedestal Signs
- *New!* Sail Signs
- Sign Holders & Accessories
- Yard Signs

STAMPS & EMBOSSERS
- Daters
- Embossers & Notary Accessories
- Pre-Inked & Self-Inking 2000 PLUS®
- Pre-inked Xstamper
- Self-Inking Mine® Fabric Stamp
- Stamp Pads
- Stock Daters & Numbering Stamps
- Traditional Rubber Stamps





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