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# All Digital Solution Provider

- Labels – 13” Xeikon Press
- Wide format printing up to 3.2 meter
  - Latex
  - U.V.
  - Dye Sublimation
- Routing / Cutting / Finishing
- Sewing / Welding
- Sales Channel
  - Wholesale to trade
  - Brokers / Reps
  - Larger end users via reps, Exhibit Co’s, Marketing firms



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# Strategy: Developing Solutions around Clients

- Assess Client needs (obvious, hidden, and unmet)
- Develop product offerings that meet or exceed in terms of the following:
  - Quality
  - Turn-around time
  - Bundling (service and products)
  - Solution expertise – Materials, processes, and end use performance
  - Economics – Order quantity, price
- Fulfillment – getting the right combination of products to the right place at the right time.



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# Strategy (Cont'd) – What Helps Set you Apart

- Developing solutions to help clients sell to their customer
- Installation / Fabrication
- Hardware / Kitting
- Label Application
- Internal Testing
- Customer Interface
  - Dedicated Customer Service / Graphics / Pre-press Contacts
  - MIS systems with customer interface to allow for ease of doing business
- Performance in one area gives us credibility for new opportunities



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# Example: Arhaus Furniture

- Produce Monthly campaigns
  - All in store signage
- New Store Openings
  - Labels
  - Posters
  - Signage
- Fulfillment
  - Damage free pack and ship
  - Ship on a schedule to coincide with promotions
- New solutions – Bringing the client new ideas
  - Fabric display systems



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# Example: Sherwin Williams Automotive

- Sell our full capabilities
- Magnets for Automotive Group
- High performance decals for LSE plastic
- Fan Deck Covers for paint colors
- The Paint division represents huge oppty
- Fabric displays for their retail stores



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# Other Examples – Become their first call

- Equipment Overlays
  - Previously Screen Print
- Fabric Displays
  - Previously aluminum
- Synergistic opportunities



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# Challenges: Education and Training

- Sales Representation
  - How to get sales people and brokers to sell all technologies
  - Difficult to change a one trick pony
  - Be willing to come along side to support them
- Customers
  - Label buyers are not the same as the promotional graphics buyers
  - Oftentimes relationships are very solid, difficult to unseat
- Production Personnel
  - Cross training people for demand shifts
  - Understanding important attributes of products and end use performance
- Technology Changes
  - Need excellent partners to help you to move up the technology curve
  - Recommend you to potential clients and assist with new ideas



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THANK YOU!!

QUESTIONS?



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