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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









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.

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



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

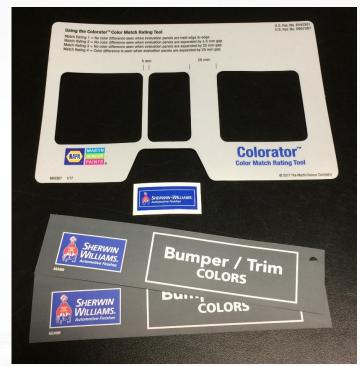






Example: Sherwin Williams Automotive

- 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





Other Examples - Become their first call

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

Synergistic opportunities











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



THANK YOU!!

QUESTIONS?

