

Print Solutions

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AWARD-WINNING COVERAGE OF THE PRINTING INDUSTRY

Web-to-Print-to-Profit



Print Solutions

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Changing with the Tides

It's an exciting time to work at PSDA. When I joined the staff at *Print Solutions Magazine* in July 2009, I quickly learned that a sea change was afoot in the printing industry. During the last few months, I've heard or read the phrases "social media marketing" and "marketing services provider" several times a day. *Print Solutions Magazine* readers are making significant changes to their companies, and to best help our readers make these transitions, we're making some changes as well.

In January, we wrote a cover story on social media marketing, the new wave sweeping the business world. Discussions about social media marketing have generated considerable buzz on the PSDA list-serv, as well as on PrintJunkie and LinkedIn forums. Readers are asking questions such as: What are specific examples of marketing success using social media? Which social media sites are most effective? How do I demonstrate ROI using social media? In February, we wrote a short feature focusing on social media site Facebook. This month, turn to page 42 to learn about the benefits of microblogging site Twitter. In the coming months, we will continue to examine specific social media marketing tools.

Throughout the last few years, a weak economy and booming technology caused many distributors to rethink their business models. Some repositioned their companies to sell business solutions by shifting their offerings to include more ideas and services rather than products. This has come to be known as a "marketing services provider (MSP)." This month, we introduce a new series titled "Emerging MSPs" on page 22. Each month we will profile a business embracing this change. Another way to learn about MSPs is to attend the all-day owners' and executives' session at the 2010 Print Solutions Conference and Expo, May 24-26 in Baltimore, which you can read about on page 36.

We gained ideas for these new series by listening to our readers. Please, continue to share with us your suggestions and success stories, whether they pertain to social media marketing, marketing services providers or a new topic entirely. Hold on tight, and get ready to ride the next wave!

Kristin Quinn
Managing Editor
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"When I joined the staff at *Print Solutions Magazine* in July 2009, I quickly learned that a sea change was afoot in the printing industry."

CORRECTION

In February's People section on page 49, we incorrectly listed Michael Hosler as owner of Mehco Forms & Systems. The correct company name is Mehco Custom Printing. Again, congratulations for 50 years in the printing industry.

Web-to-Print-to-Profit

Industry leaders discuss the best tactics for profiting from web-to-print solutions.

By Krista Scarlett

Kate Dunn, president and founder of Digital Innovations Group, Richmond, Va., recalls a case study she heard at January's PODi AppForum in Las Vegas. Seco-Carboly, a tool construction company, was struggling with a marketing system that required dealers to fax, email or call in copy for sales collateral. Time-consuming and often inefficient, the system had long production times and didn't allow for customization. Using web-to-print software, SugarBush Media Solutions, a

Michigan-based cross-media marketing company, created a 100 percent automated solution that allowed dealers to customize and order sales and marketing collateral from an online portal. About 223 out of 400 Seco-Carboly dealers have used the system since its launch in 2006, a dramatic increase from the mere 30 dealers using the old system. And turnaround times from ordering to delivery decreased from four weeks to one. 



“Distributors right now are more empowered than ever,” says Slava Apel, CEO of Amazing Print, Concord, Ontario. His web-to-print software company has been selling solutions since 1997 to thousands of quick printers. “There are a variety of web-to-print systems out there that can give them endless opportunities,” he says. But, without the right strategy, a

Bud Eldridge, CEO. The company launched its own web-to-print site, *TradePrintNow.com*, designed to offer its 1,500 distributors online ordering of print products. By logging into their own accounts, distributors can quickly get a price, place an order, track orders, upload files and view order history.

The company’s sales with distributors had dropped, so Eldridge says he saw the storefront as a way to bring back business. “Print is still valuable today,” he says, “but end users can easily buy print online. We wanted to offer our distributors a way to compete against that and still be protected by a trade-only printer, buy gang run pricing and get custom quotes quickly.” Eldridge adds although all ordering is done online, Dupli-Systems still offers a personal touch. Customer service and technical support is an important addition to the site. Eldridge launched the site in January, and after one week, predicted it would double his business in the next 24 months.

While Eldridge anticipates great things for his web-to-print presence, distributor Bill English has had a more difficult time selling web-to-print to end users. For the last ten years, English’s distributorship, Superior Business Solutions, Kalamazoo, Mich., has been involved in e-commerce, including web-to-print. English says the company primarily sells direct mail campaigns with pURLs. He works mostly with the higher education market, selling custom view books, auto response pieces, direct mail for admissions based on information from student record databases and brand enforcement using variable data. “Web-to-print is more efficient,” he says, “and the end user gets to choose what they want, preview it and make changes before it’s printed.” Because of successful web-to-print campaigns with on-target and relevant messages, some colleges have seen matriculation rates increase, English says. 

See sidebar on p. 12.

W2P2\$ continues on p. 14.

“With web-to-print, you’re now shaving about two weeks per print project. There’s no more going back and forth fooling with print proofs, and larger companies appreciate this.”



Slava Apel, CEO
Amazing Print, Concord, Ontario

good system means nothing. While some distributors are successful at selling this technology, others are struggling. With more print moving online and internet marketing more powerful than ever, many distributors are asking, what is the best way to sell web-to-print?

The Good and The Bad

Recently, Dupli-Systems Inc., Strongsville, Ohio, decided to implement its own web-to-print system. The trade printer has been selling to distributors for 30 years, but has just seen the need for online solutions within its own company in the last two years, says



W2P2\$

web-to-print-to-profit

W2P2\$ continued from p. 10.

Still, English says his distributorship is not where it wants to be as a web-to-print system provider. The company has spent a decade trying to grow its web-to-print business with customers. However, the last five years have involved more educating than selling, he says. "Most of our customers really just don't understand it," he says. He believes it's difficult because asking customers to switch to web-to-print is a risky scenario, much like asking clients to bet on a newer method that will change their entire process. "It's asking a lot of them to make that switch," he says, "and not many of our customers are willing to do that."

But, customers aren't the only ones having difficulty with the technology. "Salespeople often don't understand that they're not just selling a print job,"



Manufacturer Dupli-Systems launched its own web-to-print site a month ago. Here, distributors can order products from the online storefront.

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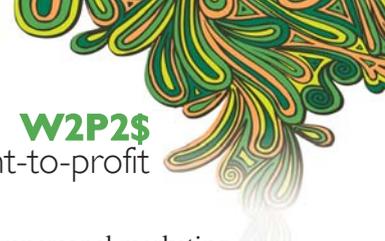


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he says. "It's way more conceptual than that. You're selling a whole process." English says he has tried setting up web-to-print specialists internally, as well as engaging in consultative selling, but he's still seen little success. "None of these worked very well," he says, "not to our liking anyway. I want to see things ramp up, and I'm hopeful that customers won't continue to be resistant to this sort of change. We'll just keep pounding on doors."

What Customers Want

Apel believes more end-users today look online for their printing needs. "Close to 50 percent of *Fortune* 500 Companies are doing close to 90 percent of their printing online instead of face-to-face," he says. This means that offering web-to-print solutions can mean more opportunities. "We're tak-

ing something that would take weeks of proofing and production and doing it in about a week," Apel says. Speed is one of the most common reasons customers want web-to-print. "Convenience always comes first," Apel says. "Experience is second, delivery times third and price last," he adds.

Printing professionals believe certain end-users are perfect for offering web-to-print. English says the larger the company, the better the odds it will need web-to-print. "If you can identify a customer who needs different messages delivered to several different end users, then this is where web-to-print really pays off," he says. This is why the education market is a prime target, he says, because schools specialize in majors and concentrations, and don't want to discourage potential students from enrolling

because of impersonal marketing.

Apel agrees. "With web-to-print, you're now shaving about two weeks per print project," he says. "There's no more going back and forth fooling with print proofs, and larger companies appreciate this." David Whalen, managing director at Proforma Echo-Press, Avon Lake, Ohio, says larger companies want web-to-print because it gives them better control. "In my experience," he says, "the larger corporations want to screen their own operations, and web-to-print allows them to do that."

How It's Done

One of the most common complaints distributors have when trying to sell web-to-print to end users is that the sales cycle is too long. However, Dunn believes this shouldn't be the case if



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sold properly. She says the reason distributors face lengthy sales times when selling web-to-print is that they often sell to the wrong people. Or, they sell to someone who isn't completely convinced on the storefront from the beginning, so the site gets built, but the client isn't really using it. "Every time a user logs on, the storefront looks foreign," she says. If this is the case, then

it's important to understand that web-to-print won't be a perfect fit for all customers. Some customers prefer to handle everything instead of doing it online, he says. "Don't force anyone to use only the web solution," he says.

Dunn believes there's a certain strategy distributors should use when selling. "The goal is for the client to understand the reasons for needing web-to-print and that web-to-print enhances the client's ability to sell something," she says. "If you do that, then you have a better chance of selling." What's most important is selling everything web-to-print offers—the ease of automation and the ability to save money, reduce proofing time, reduce wasted inventory, personalize products in bulk, and eliminate faxes and emails. Whalen adds that demonstrating the process the customer currently uses and detailing at every step how something can go wrong or waste time and money, then comparing that to a web-to-print solution, is a good enough example to make any business owner step back and consider operating a different way.

Whalen says the best way to pitch web-to-print is as part of an integrated solution. "If you're looking for just one order, then you're wasting your time," he says. "You should be searching for a long-term relationship with a customer that comes close to unbreakable, one where you can offer the customer a continued solution to an ongoing problem." He adds that it's important that the customer understand the entire process and exactly how the system works. "The more information we put out at the point of order, the more we're covered, as well as the customer," he says.

Steinborn says web-to-print also is a big driver for new sales. "Once you get a lead from a web-to-print system, there's a 60 percent chance that someone who has purchased from you will purchase again," he says. "You can always upsell them something else."



See sidebar on p. 18.
W2P2\$ continues on p. 20.

“Children of today’s print providers will not buy from brick and mortar stores in the future. It’s important to commit to building a web-to-print solution as a survival strategy.”



**Dan Steinborn, President and CEO
PrintGlobe Inc., Austin, Texas**

it's important to provide more training so users work the system in a way that benefits business—both theirs and yours. "You can't expect someone to get on twice a month with three weeks in between and remember how to do everything," she says.

But, the real key to selling web-to-print, she says, is selling to someone "high up," such as a CMO, who knows the amount of waste within a company. She recommends discussing the problems they see in their sales forces and with materials. "If you can provide that solution at that level, then value has been created," she says. "You can position web-to-print as a value proposition to make their company more profitable." But, Steinborn says

Market Outlook 2010

Opportunities lie in multichannel communications and new technologies.

By Heidi Tolliver-Nigro

While the worst of the recession may be behind us, it's still a troubled business environment for the printing industry. More print work is moving to electronic media. It's harder to squeeze the same sales volume out of the same customers. If distributors and trade printers are going to stay in business, they need to change their business models. But how? As we begin to understand just how much print left the buying cycle during the recession, we must face the reality that much of it may not be coming back.

Distributors and trade printers should respond by reaching deeper into those niches where print is still strong. They must build new applications, develop higher margin services and expand into new areas, such as QR codes and other multichannel marketing services.

One bright spot is digital printing, the only segment of the printing industry showing growth. InfoTrends forecasts a 17.8 percent compound annual growth rate in digital color impressions between 2008 and 2013. If you're going to invest, this is the place to do it. If print professionals are going to keep pace with changing market realities, they need to change their technologies and business models to provide the kinds of marketing solutions end users need.

Keeping Pace with Changing Needs

Since last year, marketers have been cutting their budgets and reallocating what money they had left to different media mixes. Often the shift was to electronic media. But this doesn't necessarily mean that print is being kicked out of the house. The CMO (Chief Marketing Officers) Council's 2009 Marketing Outlook notes that the top priorities of marketing professionals are to grow market share, improve operational efficiencies, increase customer insight and drive revenue growth.

Print can help do all of these things. In fact, effectiveness and efficiency in graphic communications means helping your end user customers save (or even make) money. Print professionals can help them do this by:

- Developing internet-enabled strategic sourcing customer programs (like web-to-print) that serve small and large businesses
- Leveraging multichannel communications programs with demonstrable ROI

- Focusing on recession-proof markets
- Helping end users market their capabilities

Technologies to Increase Efficiency

Offering marketing solutions at this level requires investing in the right technology and applications. This means personalized and relevant communications, web-enabled workflows and ROI-driven marketing communications. Many of these strategies revolve around digital printing.

Most of this market growth in digital print-on-demand (POD) will be in color. According to the InfoTrends' 2008 report, "U.S. Print On Demand Market Forecast," between 2007-12, the number of color impressions of POD products is expected to see a 25 percent compound annual growth rate (CAGR), while black-and-white impressions are expected to decline by 1 percent (CAGR) over the same period.

But it's not just static POD driving this growth. The market is increasingly turning to customized communications, which are more sophisticated, data-driven forms of POD. InfoTrends defines customized communications as "a collection of third-party solutions that provide web-to-print, variable data and cross-media business capabilities." These solutions will help digital press customers grow their digital applications by offering new revenue opportunities through these value-added services.

There is a host of print production software available to help print manufacturers and distributors tap into these applications. Customized communications are powerful tools to help marketing professionals with the problems they face. These include expanding end users' market reach, acquiring an integrated view of their customers and compressing the design-to-execution cycle to improve time to market. These applications help with other challenges, such as leveraging low-cost web and email media, and measuring results from marketing campaigns.

What Drives Customized Communications?

Customized communications fall along a continuum, with the simplest being entry-level variable data printing. It provides a low-cost, low-risk entry into offering your clients higher value products and services. From there, the applications grow in complexity until they reach transactional-

promotional or “transpromo” applications. Solutions then begin to build in multiple channels to become true multichannel communications.

The more complex solutions typically require a much higher investment and a greater degree of skilled resources. On the flip side, these solutions offer higher value to your customer, providing a source for increased revenue as well as customer retention.

You can start out with entry-level VDP and grow your business into the other segments as you become proficient. After all, your customers want personalized and customized content. They might as well buy it from you! The other good news is that customers want customized communications and technology, and market forces are making these applications easier and more cost effective to offer. The market forces driving customized communications include:

- Advancements in speed and quality of digital color technology
- Price declines in cost of digital color pages
- Rapid advancements in automation and web technologies
- Growing market awareness of customized communication applications

- Traction of multichannel delivery of personalized content in the marketplace
- Demand from marketing professionals

Variable Data Printing

When we look at the fastest growing areas of the marketplace, the strongest growth is not in the easiest places of entry. It's in the applications with the greatest investment and greatest complexity, but also the greatest return. For example, variable data printing. The retail value of the U.S. variable data market is still relatively small, but is expected to grow at an astonishing 20.8 percent CAGR, from \$5.8 billion to \$14.9 billion between 2007-12. The majority of this will be color, which is expected to grow from \$3.7 billion in 2007 to \$12.3 billion in 2012. This growth makes sense considering the strong value proposition for marketers. VDP applications offer:

- increased response rates
 - higher sales conversion rates
 - improved campaign ROI
 - better campaign tracking and metrics
- For the print distributor, there is a strong value proposition because these applications provide:
- value-added service offerings

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Web-to-Print

Web-to-print came out of the dot-com boom of the '90s. Today, it describes a browser-based application that facilitates commerce, collaboration and customer service interaction between those who buy print products and those who sell them.

These solutions also show robust growth compared to traditional print. According to the 2008 InfoTrends study, "e-Enablement: The Future of Graphic Communications," while the primary print industries experienced projected CAGR of 2.4 percent between 2006-11, "e-enabled" print shipments experienced a CAGR of 31 percent.

Here are some more encouraging numbers:

- Two-thirds of corporate print buyers report using web-to-print services offered by internal or external providers. This is up from only 11 percent in 2000.
- An average 14.2 percent of print spending is now done via the internet (excluding email and FTP).
- Nearly half of print service providers now offer web-to-print of some kind. Another third intend to offer it within the next 24 months. Considering that less than 5 percent of print service providers were internet-enabled in 2000, it's amazing growth.

Print volumes produced via the internet are growing. Print service providers report that, on average, 14.3 percent of volume comes via the internet. That number may reach 50 percent in the next couple of years.

Multichannel Communications

These are the most complex and sophisticated applications among customized communications. Multichannel communications incorporate customized and personalized content in documents delivered via two or more media channels, including print, email, web (pURL) and text messaging. Many tools offer tracking and measurement features for live, on-demand management and immediate measurement of campaign success and ROI.

Currently, direct marketing, regardless of channel, is growing faster than advertising at large. While total advertising grew at a CAGR of 2.3 percent between 2007-09, direct marketing grew at 3.3 percent CAGR, according to the Direct Marketing Association. What this means for print is that in the last two or three years, the highest advertising growth rate was projected in commercial email and internet marketing. Direct mail (both catalog and non-catalog) was expected to be 2.9 percent.

The shift toward direct marketing reflects marketers' shift from more traditional forms of advertising to those that are more cost effective, provide a higher degree of rel-

evance and are measurable. Additionally, it reflects a shift to address the change in consumer media consumption. This means that to keep revenues up, distributors must move into integrated marketing campaigns that include online forms of direct marketing such as email, web and text messaging, in addition to print.

This doesn't mean creating email campaigns and direct mail campaigns independent of one another. It means creating *integrated* campaigns that include both components. Examples include sending email follow-ups to postcard invitations or using email to generate interest in products for which you can send follow-up brochures.

Profitability

These campaigns work. When asked to provide the average response rate of campaigns that use varying combinations of media, marketers indicated that campaigns utilizing multiple channels are more effective than print campaigns alone. For example, they indicated marketing campaigns that include print, email and web landing pages provide response rate improvements of 35 percent compared to print-only campaigns. Campaigns combining print, email web landing pages *and* mobile marketing experience a 34 percent lift.

Even those campaigns including only two channels still performed better than print alone. Campaigns including print and email experienced a 28 percent lift over print-only campaigns, and those utilizing print and web landing pages experienced a 19 percent lift, according to a 2008 InfoTrends study. And, these campaigns are more profitable. When asked to rate the profitability of campaigns that use these same combinations of media, print service providers rated campaigns utilizing print, email and web landing pages as the most profitable, followed by those that include print, email, web landing pages and mobile marketing. Print-only campaigns were listed as the least profitable.

Why do these campaigns work so well? Because you are delivering the right message at the right time to the right recipient in the right (or preferred) medium. They also provide multiple touchpoints with recipients throughout the lifecycle of a marketing campaign. This is a proven technique for improving response. These campaigns also have the following benefits:

- Increased ROI potential
- Reinforced branding
- Build marketing databases
- Immediate reply to responses
- Measurement metrics to gauge effectiveness and ROI
- Real-time analysis and the ability to make immediate revisions to live campaigns

For print distributors, the value of these more effective campaigns for their own businesses is clear: profitability. These campaigns offer integration into the customer's marketing infrastructure. Database services are one of the keys to customer loyalty. They tend to drive new, annuity-

driven revenue streams. They do this through pURL “click” charges and increased print volumes—redirection of campaigns from offset and other digital sources. And, they offer new revenue streams from value-added services. These include list acquisition, email campaign management, project management, and landing page design and implementation.

Looking to the Future

Print distributors and trade printers must adapt to a changing business environment. Printing lost ground during the recession. While the economy is improving, recovering business lost in the recession is unlikely. The recession accelerated the transition to electronic media, and products that once were paper-based have shifted to the web. The way to recover is by reducing operating costs and increasing profits by offering higher value products such as customized communications.

Keep in mind that today’s software will continue to expand beyond print. Once print distributors master email and pURLs, they will need to gear up for other emerging marketing strategies and marketing channels, such as:

- Multichannel capabilities for data analytics—the ability

to aggregate and analyze data from multiple media channels

- Short messaging services (SMS) opportunities—incorporating text messaging into the marketing mix to provide customers with alerts, marketing messages and updates
- Quick response (QR) codes—two dimensional bar-codes that link print to the web via cell phone cameras
- Mobile content—the ability to display web content to cell phones with the proper formatting
- Social networking—incorporating Facebook, Twitter and other forms of social media into the integrated multi-channel marketing mix

The future of print is not in a print-only silo. It is in combination with other media. The mix will change, and the more you stay current with the changes and the strategies that drive them, the more profitable your business will be.

Ps

Heidi Tolliver-Nigro has been a commercial and digital printing industry analyst, feature writer, columnist, editor and author for 20 years.

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