

# Send to Print





# Why Print?



## The World is Defined by Information

When your company takes time to create, produce, and distribute a printed message, it shows that you place a high value on its content and we recognize the importance of producing a world class product for you.

### Print Complements Your Marketing Communication

Technology allow brands to connect with audiences, despite being able to block out digital ads, print media allows for greater retention and engagement of read material, and is viewed as trustworthy and impactful.

### Printed Direct Mail Expands Your Reach

Today the usage of direct marketing is making a comeback. Direct marketing messages stand out and have a higher return than in the year's past. And, response rates for direct mail are three times higher than email! Each \$1 spend on direct mail yields an average sales return of \$12.57!

### Print is Effective with Younger Consumers

Given the choice, 69% of those aged 8-24 say they prefer reading printed information rather than on a computer screen.

### Printed Materials Increase Web Sales

Product marketers have found that websites supported by printed catalogs generate 163% more revenue versus those not supported by catalogs!





# *Why Panaprint?*

## **Your One-Stop Shop!**

Panaprint offers a one-stop-shop for all your printing needs and the protection of your brand. Our G7 Masters certification means that we are a quality leader in the print industry, producing compelling graphic and visual communications. You'll find the right product, at the right price, produced professionally and delivered quickly.

The benefits grow exponentially when you realize that all your printing needs can be accomplished under one roof - publications, catalogs, mailing, displays, indoor signage, promotional items, and vehicle wraps supplied

competitively by a single vendor. Panaprint is a single source solution for your printing needs.

From its humble beginnings in 1973, Panaprint has grown to become one of the leading printers in the Southeast. We strive to uphold the legacy left to us – a good name, a love for the craft, and a commitment to practice the Golden Rule. We are honored that you are considering printing with us. We take each job seriously in order to produce the best quality product for you. We're large enough to print anything you need - but small enough to know you.

**Our goal is to help grow your business!**





# Services

## Offset, Digital and Ink Jet

Our high speed, perfecting presses mean great efficiency, less handling and lower cost. Inline coating and G7 certified quality control are additional benefits. And, coupled with our large volume, discounted purchasing of paper, this means extra value for you.

## Versatile Finishing Options

Perfect and saddle binding, inline mailing, coating, attaching, tabbing, inserting, banding, sticky notes, polybagging, and more, are all done in-house and competitively priced.

## Wide Format

This exciting division can print on many substrates for signage, banners, posters, trade show displays, backlit graphics, wall graphics, murals, prototype packaging and vehicle graphics. It also offers contour shapes and routed images.

## Design

A good design is long-lasting. In a society of over-consumption, a good design has an important objective. It builds on sustainability in the sense that design and materials are durable and not just a trend. In print, it immediately tells the consumer that there is something of value here and should be explored further.





# Services



## Mailing

With today's frequently changing postal rules and regulations, allowing us to handle your mailing needs will minimize postal and project costs. Take advantage of Panaprint's in-house mailing services.

## Promotional Items

Panaprint can help you create, source and imprint promotional products for your company and clients. We have over 750,000 products to choose from. Make an impression at your next trade show or event.

## Fulfillment

Our fulfillment program offers 50 to 500 SKU's, customized packaging, monthly maintenance and reports. We can even create a storefront for your fulfillment materials, to make ordering easier for your company directly or any dealers.

## Online Shopping

Many of Panaprint's products, including those from our wide format division can be found on our online store, **shop.panaprint.com**. Pick a product, quantity, upload your artwork and your job is produced and sent to you.



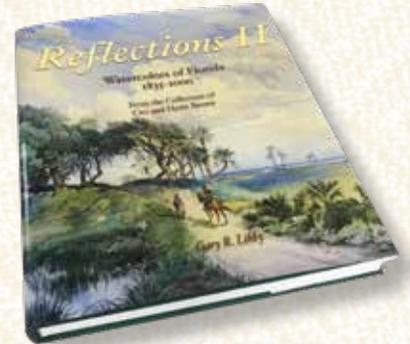
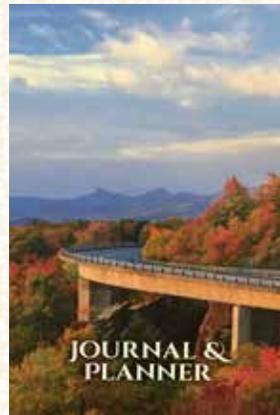


# Products

## Magazines



## Books



## Catalogs



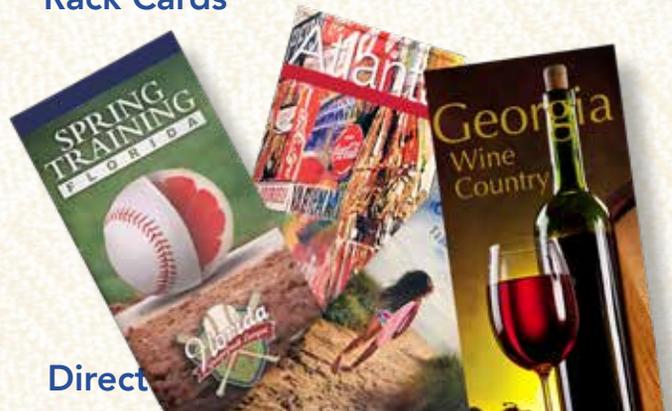
## Postcards



## Brochures



## Rack Cards



## Direct

## Pick and Place





# Products

## Signage

### Annual Reports



## Banners

### Flyers & Announcements



## Wall Coverings & Floor Graphics

### Newsletters



## Displays

### Promotional Items



### Vehicle Graphics





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