



# **PRINT WORKS**

**DESIGN • PRINT • MAIL PREPARATION**

# About Printworks

In 1984 Darryl Smith opened the doors of Printworks in a 800 square foot shop offering copying services and brokering printing.

Today, the production facility in Edmonton, Alberta is 85,000 square feet, employs more than 130 people, produces over 2 billion magazines, flyers and direct mail pieces per year and serves a diverse range of clients including some of North America's most successful retailers.

Nearly 20 years later, this family owned and operated business has become a leader in the printing industry.

The growth is testament to the hands on approach and belief in old fashioned values – building quality relationships with customers and staff, and continually evolving the business to meet customer needs.



# People

Printworks has built its reputation on delivering exemplary customer service on every job. That takes a team effort – from sales people, estimators, and production staff, to of course, our customer service team.

We anticipate, innovate, check, double check, and communicate with you - in short, we keep track of every detail from the moment a job is booked into the system, until the last copy has been delivered and signed for.

The result is a dedicated team that sets unmatched standards for innovation, quality, accuracy and on time delivery.



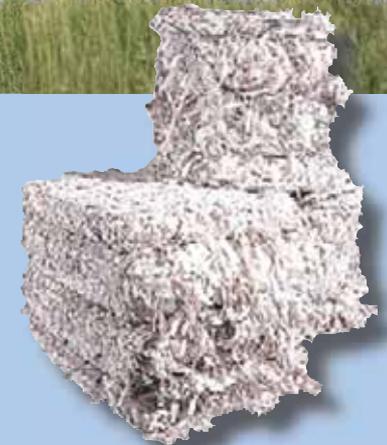
# Environment

At Printworks, we're committed to maintaining our plant at 'world's best practice' standards for plant emissions and waste disposal.

A recent example of this is the introduction of Computer to Plate (CTP) technology which has eliminated the need for film, developer and fixer.

All ink is delivered in reusable tanks and tonnes of post-manufacturing paper waste is sent to recycling facilities each week. What chemicals we do use are collected for safe disposal, and thermal catalytic afterburners destroy 96.8 per cent of airborne solvents, varnishes and ink particles.

This clean approach not only produces better printing, but makes an important contribution to leaving clean air, water and earth to our children and their children.



# Design & Prepress

While the finish may be a great printed piece, the beginning is always a design well executed. With Printworks, you have easy access to an experienced and knowledgeable design staff.

Focusing on the customer's needs, our designers can lend a polished look to your project - whether it be layout assistance for a postcard mailer or full design services for a company calendar.

We've harnessed the benefits of computer-to-plate (CTP) with the best technology in the world. CTP saves time and materials so we can deliver quicker, at a lower cost.

A cleaner better result – because great prepress sets the foundation for a great finish.



# Print & Bindery

We combine craftsmanship with the right equipment to bring you reliable, predictable quality. This is where the art and science of printing come together to meet your production needs—and exceed your expectations.

With a combination of sheetfed, heatset half-web and heatset full-web presses running 24 hours, seven days a week, we have the versatility to meet your specifications and deadlines.

Our state-of-the-art bindery services, can handle your project with accuracy and dependability whatever the size or complexity. Our talented staff takes great pride in insuring that this final and most important phase is handled with care.



# Mail Services

## DATA PROCESSING

Our data services are geared toward effectively managing your data and accurately producing your mailing. With our technical expertise and proprietary programs, we're able to enhance the performance of your data and increase deliverability while achieving maximum postal discounts.

## PERSONALIZATION

Our personalization platform provides unparalleled flexibility, optimal print quality and generous throughput. High-speed laser printers and inkjet equipment handle complex personalization programs daily.

## LETTERS SHOP

Sorting, hand-matching, inserting, labeling - we have one of the largest lettershops in the industry. Staffed by experienced professionals using the best equipment available ensures that you receive flexible and expedient turnaround times.



# Distribution

Printworks has vast experience in providing exceptional value and accuracy for even the most complex and challenging distribution requirements.

We distribute to over 1,000 US locations every month, including Puerto Rico, Hawaii and Alaska. As a result we have developed successful multi level distribution methods with our logistics partners.

Real-Time Satellite based communications allows us to instantly track any shipment and provide accurate GPS based asset location and delivery times.

With well established freight lanes throughout Canada and the United States, Printworks can deliver your product on time and cost effectively.



# Print Solutions

## FREE STANDING INSERTS

Flyer production, either short or long run, is the cornerstone of our business. From design to distribution, we have the experience and technology to produce low cost, eye catching flyers that deliver results.

## MAGAZINES, CATALOGUES AND BROCHURES

These products have proven to be the most popular and effective forms of advertising ever created, and Printworks specializes in producing a wide range of sizes, formats and finishes that guarantee a winning performance.

## DIRECT MAIL

No other form of advertising can beat the accuracy, longevity and person-to-person persuasiveness of direct mail. Add innovative options like remoistenable gluing, perforating and die-cutting, and it's no wonder so many leading direct marketers in telecommunications, customer loyalty, financial services and fundraising use Printworks extensively.

## SPECIALTY PRODUCTS

- Plastic Roll Banners
- Games of Chance and Scratch & Win
- Post Cards and Door hangers
- 3 Dimensional die cutting, pop-outs and perforations
- Rub-off and aromatic ink pieces



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