

IMAGE *Concepts*

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(Click here to visit our website)



"Limitless paper in a paperless society"

This fictional company tagline from a television sitcom mimics the changing landscape of the commercial printing industry. Marketing and communication programs have rapidly transitioned to an emphasis on digital delivery.

But the role of printed collateral has not been completely diminished. In fact, integrating print with digital technologies often creates the most effective marketing campaigns.



At Image Concepts, we combine experience with best practice workflow and high tech production techniques to support the brand integrity and promotional efforts of organizations - by providing vivid printed graphic solutions which compliment established and emerging digital strategies.



WHAT YOUR TARGET AUDIENCE THINKS OF YOU IS NOT ONLY IMPORTANT, IT'S EVERYTHING

Image is part of everything you do, and is supported by printed graphic materials. Quality focus in each of our product lines ensures that printed communication tools will cohesively deliver your company's message. The identity you've worked hard to create will be properly projected.

Image Concepts can assist in developing and enhancing print applications – **stationery packages, business cards, mailers, newsletters, brochures, sell sheets, product guides, training manuals, tradeshow collateral, point-of-sale displays, posters, signs, banners, packaging, etc.**

We can also help maintain graphic standards for your entire organization by coordinating the transfer of useful identity files to other business partners.

You Are What You Print!



DEADLINES, DEADLINES

Our business is built on **speed & accuracy**. From online order entry and graphic file transmission – through a series of production departments – and ending in finishing services & distribution, every project (small or large) receives great care.

Best practice workflow procedures are followed to accurately and quickly route jobs through our PDF-based manufacturing process, making it easy for you to submit production ready files and facilitating on time delivery.



**We Rush....
So You Don't Have To!**

PRODUCTS HAVE SHORTER LIFE CYCLES

Need to frequently update printed material? Tired of destroying obsolete items and distributing literature containing outdated information?

Image Concepts has invested in high quality, quick set-up manufacturing equipment. Our graphic technicians are **experts in preparing graphic files** for B&W and full color production. Small quantities and one-off large format solutions are rapidly output digitally. Our Heidelberg presses supported by electronic proofing and an automated image setting system make **shorter runs** of full color offset printing **very cost effective**.

**Large Quantity Discounts....
Without the Large Quantity!**



SOME THINGS SHOULD NEVER CHANGE

A fundamental objective of Image Concepts is to **earn business relationships based on trust** and then **make it easy for customers** to do business with us. Our investment in automation has streamlined operations so that we have more time to provide you with extraordinary service.

We've also invested in employees – the current staff averages more than 20 years of print industry experience. This knowledgeable team is eager to offer suggestions to help you achieve communication and budgetary goals.

**Modern Print Technology....
Old Fashion Service!**

FIRST CLASS SERVICE MAY NOT ALWAYS BE BEST


First-Class Mail service that is. Mail continues to be a great way for businesses to communicate with targeted markets. Image Concepts can help implement or expand targeted direct mail strategies.

From **construction and layout consultation, to certifying & merging data files, imaging addresses, bar codes, and personalization** - we can rapidly design, produce, and process eye catching mail pieces that take advantage of discounted postal rates.

Print & Mail... Single Source Convenience!



85%
OF MAIL PIECES ARE
READ OR VISUALLY
SCANNED BY
RECIPIENTS



TARGETED DIRECT
MAIL BOASTS A **4.4%**
RESPONSE RATE -
COMPARED TO DIGITAL
OUTREACH EMAILS
RESPONSE RATE
OF **0.12%**



UV

GO AHEAD AND MAKE A BIG PRODUCTION OUT OF IT

Our Screen UV printer teamed with a Multicam Digital Express Die Cutting System produces distinctively shaped, vivid and colorful large format graphics.

Screen UV 2500 Printer

Variable dot technology ink solvents are fused instantaneously by ultraviolet lights to a wide range of both flexible (roll) and rigid substrates. **Five colors (CMYK plus white) produce vibrant tones**, smooth screens and high image definition for both interior and exterior environments. Printed products can be handled/finished immediately – often facilitating same day delivery.

Digital Express Die Cutting System

A flatbed style cutter and router that is built for speed and pinpoint accuracy. Performs cost efficient **square edge and uniquely shaped cutting of numerous materials** – ideal for sign, banner, wall, window, floor, vinyl lettering, special event, tradeshow, point-of-purchase display, and packaging graphics.

Supporting Your Brand.... In All Shapes & Sizes!





GET 'ER DONE

Effective graphic projects are not “audience ready” until post-press product specifications are completed. We place extra emphasis on the accuracy of our comprehensive finishing capabilities – cutting, scoring, folding, collating, binding/booklet making, die-cutting, mounting, unique packaging solutions, etc.

For specialty bindery treatments (spot UV coatings, textured lamination, pillowing mounting substrates, foil, embossing), we’ve compiled an extensive roster of local bindery houses that work efficiently within project completion timelines.

Additionally, Image Concepts dedicates warehouse space to maintain customer inventory - we excel at managing **custom fulfillment and kit packaging distribution programs, both on-demand and in bulk.**

Creative packaging and shipping supplies are developed and assembled by our team with material constructed on the Digital Express Die Cutting System.

**We'll Finish What We Start...
The Right Way!**

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