

● UNIQUE SOLUTIONS TO MEET YOUR BUSINESS OBJECTIVES



*dedicated  
team  
service*

● ONE-TO-ONE

● OFFSET PRINTING

● CD/DVD SILKSCREEN & REPLICATION

● WEB-TO-PRINT COLLATERAL MANAGEMENT SYSTEMS

● VARIABLE DATA AND VARIABLE TEXT SOLUTIONS

● COMPANY STORES

● PERSONALIZED URL PROGRAMS

● DIGITAL PRINTING- SHORT RUN AND DATA DRIVEN PROGRAMS

● GRAND FORMAT – DIRECT TO SUBSTRATE

● IN-HOUSE FINISHING

● KITTING

# Turn to Nu Graphics Etc., Inc. for Innovative Print Solutions

Unlike many in the printing industry, we see every project as a direct reflection of your personal and corporate image. Many may say it, but few companies understand how to leverage the latest printing technologies to drive incremental success. Whether you are looking for ways to enhance lead generation success, or simply ways to re-energize your current marketing and trade show promotions, we can help. Because at Nu Graphics Etc., Inc., we put the same amount of care into every project, no matter the size. Plus, we continually offer our clients ways to save money without sacrificing quality. We invite you to work with a truly diversified print solution provider without the "order-taker" mentality.

## Nimble, Flexible, Focused

We opened our doors as a pre-press house back in 1991 which is where we developed our love for dots and color. In just a few years, technological innovations forced us to quickly shift our business focus. It was then that we decided to dedicate ourselves to embracing leading edge digital printing technology. Soon after, we purchased one of the first digital presses in the US. Subsequently, we have invested in CD/DVD silk screening, HP's industry-leading flat bed grand format printer, a Komori 5-color offset press, and even the latest HP Indigo 7000 Digital Press. And no matter what you need printed, we have the flexibility and diversity in-house to offer you the best balance of quality, turn-around, and value – no matter the size of your project.

## Personalized/Variable Programs

Nu Graphics Etc., Inc. understands that powerful and sometimes complex personalized or versioned marketing programs require planning and thought to be successful. This is why we are one of the few cross-media solution providers with an in-house marketing services group. Our approach to personalized programs includes a free consultation with our staff to arrive at the best way to enhance your demand generation activities – whether in print, or electronically. Simply put, we embrace technologies that will help you communicate with your customers and prospects in a way that conventional methods simply cannot.

## Freeing You to Focus on What's Important

Are you manually managing your prospecting and lead generation activities? Is your marketing department spending too much time fulfilling internal requests for sales collateral from your account reps or sales channel? Do you wish you had the time to apply analytics to your marketing database in order to enhance and personalize your messaging, but simply haven't had the time to get it done? If so, let us introduce you to Nu Graphics' Marketing Services group. We can set you free by offering:

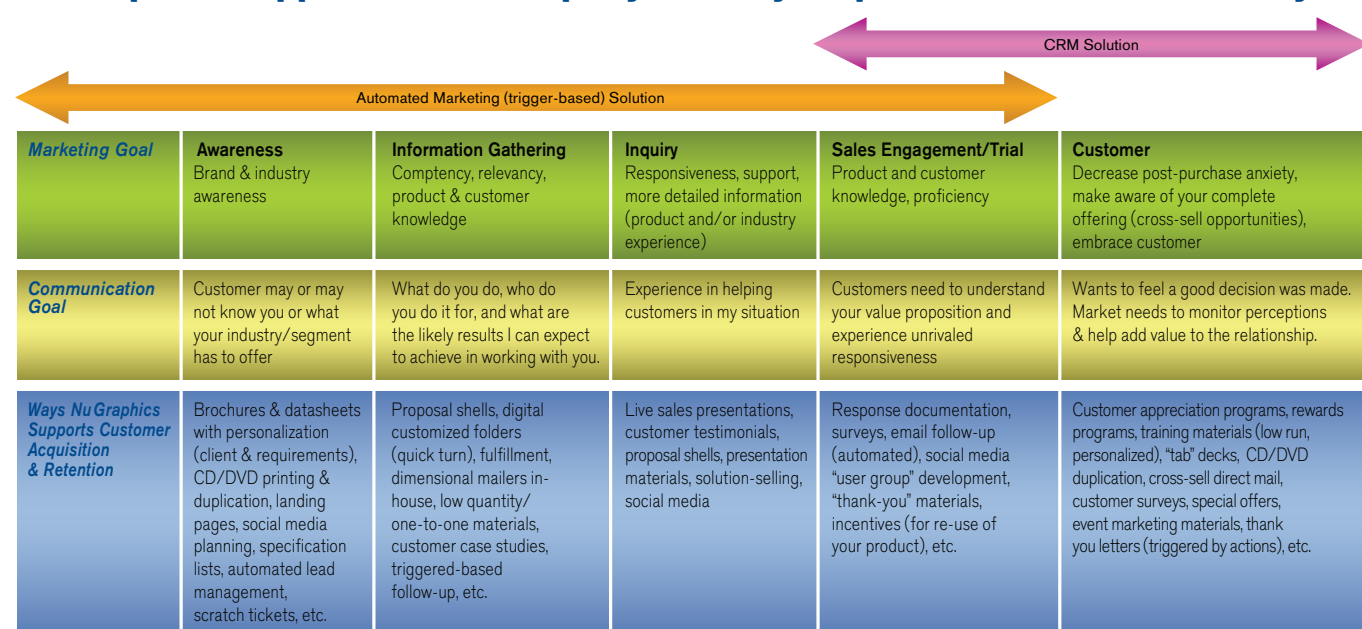
- Web-to-Print & Marketing Stores – Streamline your print and distribute process using our sophisticated online e-commerce web-to-print solution. We allow domestic and international stakeholders self-service print on demand capability with competitive pricing within their local region.
- Self-Service Integrated Marketing Campaigns – Allow your sales channel to build one-to-one marketing programs using a self-service tool, including a managed approval process if needed.
- Marketing Automation – We offer a managed automated marketing solution (see side-bar) to capture, embrace, and provide managerial transparency to your lead acquisition process. Why is this important? Because industry studies show that 70% of b-to-b sales take over 6 months to close, and salespeople are proven to stop contacting your prospects after 6 months. So in an environment where most sales come long after a salesperson has given up, it's important to keep prospects engaged.
- Database Marketing – We offer list procurement, database analytics and profiling, segmentation planning, NCOA address correction, PURL creation, and many other options related to implementing your next personalized email or direct mail program.

## What is Marketing Automation?

Marketing has always been a procedural process that is made up of a series of demand generation actions (direct mail, email, telemarketing, etc.) with a request for action. We work with companies to define and automate their entire prospecting and lead qualification process (for a given customer segment or vertical market), allowing you to significantly improve lead to close success. The benefits of implementing an automated lead management solution include:

- Our software automatically develops a profile for each inquiry – tracking time prospects spend on your web site, brochure and white paper download activity, webinars attended, etc.
- Post-inquiry outreach activities for each customer type or segment are standardized and personalized.
- Follow-up activities are triggered by prospect actions, allowing prospects to become qualified leads at their own pace.
- Marketing re-uses follow-up marketing materials (web forms, white papers, etc.), saving money and base-lining success.
- Marketing can see "hard stops" in the process (caused by a bad offer or response form) and can quickly and easily make changes to executions that are not working.
- With 24/7 availability, your automated marketing solution will manage your prospecting funnel, while reporting back to you success analytics in dashboard form.
- Leads flow into sales pre-qualified and accompanied by a prospect profile highlighting what an individual has viewed and what they have downloaded. The result is a much higher lead to close rate, with much less effort by your salespeople and marketing department.

## Nu Graphics Supports Your Company at Every Step in the Customer Sales Cycle



International Distribution

## Your Team

You will be pleasantly surprised Nu Graphics' business leaders come from successful careers in marketing disciplines outside of printing. The mix of business thought-leaders with deep printing industry experience found in customer service and press operation provide

you with an environment where out-of-the-box thinking naturally flows. Our energetic team who loves to tackle even the most challenging print programs and simply hates to say something can't be done.

## Capabilities

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### Pre-Press

**ECRM Mako 46 Imagesetter**

18" wide, roll fed

**Richmond HSM 3000 ScreenMaker**

3000w. 16" x 12"

**AGFA Acento II S**

Chemistry Free Computer to plate

**EFI Velocity OneFlow 2.5**

PDF-based prepress workflow system

### Printing/Bindery/Mailing

**Komori 528c**

20" x 28" Press, 5-color, Aqueous Coater

**HP Indigo 7000**

6-color, digital, variable print, 13" x 19" sheet size

**HP Indigo 5500**

6-color, digital, variable print, 13" x 19" sheet size

**Heidelberg Quickmaster 46**

2-color 13 x 18 sheet size

**Kompac Kwik Finish**

UV Coater

**Stahl F-50 Folder**

Right angle fold, perforation, scoring

**Heidelberg Windmill**

10" x 15" Die-cutting

**Polar 78 Cutter**

31" x 30" table

**Challenge Cutter**

29" x 30" table

**D&K Acculam 2760**

26" 1-sided laminator w/ auto cutter

**Ledco Workhorse Laminator w/ Auto Cutter**

25" High-speed laminator up to 10 mil laminate, flush trim or edge seal w/ auto cutter

**Preferred Packaging PP5300**

Auto Shrinkwrap

**Baum Drill**

5 spindle

**Accufast Wafer Sealer**

Clear/white wafers

**NeoPost AS710 Inkjet**

7000 per hour

**Horizontal Clipper**

Round cornering machine

**Book Binding**

Plasticoil binding, twin loop wire 2:1 - 3:1, GBC.

Perfect binding, padding, and saddle stitching

### Compact Disc Duplication Equipment

**Hanky VE-5000**

5-color silkscreen, 3600 pieces per hour

**MediaForm 5916 Duplicator**

16 Panasonic Drives, up to 3200 per day

**MediaForm 5916 Duplicator**

16 Panasonic Drives, up to 2400 per day

**Pro Duplicator 52x (2)**

40 Drives, up to 4000 per day

**Plextor Tower 8x Duplicator**

6 Plextor Drives, up to 600 per day

**Microboards DVD-R / CD-R Duplicator (2)**

10 Drives, up to 2000 per day

### Large Format/Trade Show/Outdoor Graphics

**Hewlett Packard Scitex FB 6100**

UV-curable ink to rigid (up to 2" thick) and roll-fed substrates.

Up to 10.5' x 6.5' flat bed and up to 104" wide roll-fed substrates.

**Hewlett Packard DesignJet 5000s**

Ink jet up to 60" wide, roll fed, various substrates

**Mimaki JV3-160SP**

Solvent 63" wide

**Mimaki CG 160FX**

Cutting Plotter

**Seal Image 6000 Ultra Laminator**

60" wide, laminating, mounting

**Seal Image 600 Laminator**

55" wide, laminating, mounting

**Yamata Industrial Stitching Machine**

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This information herein is subject to change because of our continuous facility improvements.  
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