

in TOUCH

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A Message from our CEO

Dear Valued Customer,

A lot of great things are happening at TouchPoint that I want to share with you. This month's *inTouch* highlights some key capability additions and hard-earned accomplishments.

But it only hits the tip of the iceberg. We have many initiatives underway to create value for our customers. I hope you'll be able to leverage our improvements to save costs, identify new revenue streams, and simplify your print procurement.

And, we are always looking for ways to improve our partnership. Feel free to call or email me any time with suggestions, comments—or just a “wish list.” We are dedicated to making TouchPoint your go-to source for all your print and marketing needs.

We appreciate your business and will continue to work hard to deserve your long-term loyalty.

— Tom Simunek, CEO

Berman Printing Achieves G7 Master Printer Status

Unwavering passion, drive, and dedicated efforts of talented staff give Berman Printing a value-added edge in producing customer work.



Logo property of IDEAlliance

Accelerating its drive for continual improvement and innovation, Berman Printing has reached its next milestone: G7 Master Printer certification. The distinction puts Berman in an elite crowd, among just 375 providers worldwide.

An advanced calibration methodology, G7 focuses on standardization of ink controls from input to output to ensure consistent reproduction job to job, time after time. It also provides for noticeable improvement in detail and three-dimensional appearance.

“As a partner to many Fortune 500 corporations and agencies, we remain dedicated to providing the absolute best quality possible,” explained Paul Hilvert, Manufacturing Manager. “Our G7 designation ensures our clients uphold brand integrity across their printed collateral, including reruns done at any point in the future. The difference is especially notable on uncoated stocks. Customers have been very impressed.”

Long-time customer Neil Prehmus agrees. “Serving discerning companies such as Domtar Paper, our print projects must

meet exacting standards in color vibrancy and detail,” said Prehmus, Domtar Account Supervisor at Dailey. “Berman is a valued partner in our efforts. Their G7 certification solidifies their commitment to providing the unparalleled print quality on uncoated paper we have come to expect.”

The G7 technology also applies to prepress and proofing. For customers that specify other calibration systems—including SWOP—Berman can still print to their preferences.

Their G7 Master Printer Certification is just one more “feather in the cap” of Berman Printing. The company has recently adopted Agfa's Sublima screening technology and Inksave into its operations. It is also working to achieve Sustainable Green Printing Partnership (SGPP) status.

“Our people are constantly conceptualizing new ways

to give customers more impact and value for their print spend,” said Bill Pearson, CEO, Berman Printing. “At a time when other providers are cutting corners, we're enacting progressive initiatives to keep customers on the cutting edge.”



At a time when other providers are cutting corners, we're enacting progressive initiatives to keep customers on the cutting edge.

— Bill Pearson
CEO, Berman Printing

Pictured: Bill Pearson, CEO; Chuck Oaks, Pressroom Supervisor

Ask the Expert



Jenny Meinhardt
Department Head, Prepress
Berman Printing

Ever wonder if there's a better way to construct a project? Want to learn more about a particular technology? Confused about FSC, SFI, SGPP, etc.? "Ask the Expert" answers your questions in language that won't make your head spin! Email us at info@comcom.com. If your question is published in an upcoming issue of *InTouch*, we'll send you a \$10 gift card to your favorite spot.

Q. Our internal review process often cuts into my production time. What can I do to save time in proofing?

A. Take advantage of our three-shift operation. We work while you sleep. Use the recently implemented secure Rumpus FTP solution. Your Berman Project Coordinator, Account Executive, or preflight personnel can supply simple instructions along with a unique name and password via email. Your Berman contacts will receive an email when the upload completes.

Another prepress time saving is to provide press-ready PDFs. However, it's important that these be built to required printing standards,

including bleeds, proper panel sizes, color definitions, etc. There are limits to changes that can be made, so send application files as well or plan to provide new PDFs for edits. Visit our client download site for instructions: <http://files.bermanprinting.com> [Username: **downloads** Password: **bpinfo**].

This site also includes our recommended file and printing specifications sheet, "That's the way we like it!" and our new ICC profile and importable PhotoShop Color Settings. We'll continue to add other resources to help you save time and money!

Any questions about posting or PDFs, call our prepress staff at 513.421.1600.

TouchPoint MarketShot

Tightened budgets mean corporations and marketers now must do more with less, while aligning themselves with the trends that optimize ROI.

- Tighter budgets and rising postage costs are transforming "mass" mailings into more targeted, personalized "customer experiences" that lead to higher returns. Digital print and data analytics are among marketers' top priorities.

[Winterberry Group, February 2009]

- **Print buyer interest in chain-of-custody and "green" certifications continues to rise—some estimating growth of 20% over the past year alone.**

[Print Buyers Online website]

- Concerns over postal increases, do-not-mail legislation, and environmental friendliness are pushing advertisers and mailers to use hybrid marketing channels.

[Print Solutions Magazine]

Contact your TouchPoint representative for solutions to keep you on budget—and ahead of the curve!

New Web-to-Print Solution Gives NSO, Berman Customers Cost-Effective Print Procurement and Management Tool

Customers across the Rocky Mountain and Cincinnati regions can now leverage the productivity benefits and revenue generation of web-to-print, direct from their local provider, NSO Press or Berman Printing.



Sample storefront designed by CCI/CoakleyTech

While previously available as a service of CCI/CoakleyTech, such sites can now be planned, designed, and deployed through customers' long-time sales rep and production specialists—who are already knowledgeable about their business. Plus, it enables agency clients to bring end customers to a local source to plan their own sites.

New W2P clients at NSO and Berman will get the added benefit of build and oversight expertise from CCI/CoakleyTech, which has provided such solutions for 13 years, and manages more than 350 active sites carrying 100,000+ active documents.

Leveraging EFI Digital StoreFront, the new W2P solution will offer clients a very versatile system to handle large item quantities, short runs, multisite document submission, fixed or variable pricing, comprehensive ecommerce features, and more. All

site interfaces can be customized to users' brands or can use the NSO branded version.

"Our new W2P platform will help customers save many hours and dollars by streamlining their print procurement and better managing their inventories," said Jerry Hirsch, General Manager and Vice President, NSO Press. "As more of our clients attempt to 'go green' this gives them a very cost-effective way to do so."

The system will be fully available this summer; special rates are available for early sign-on.

For more information and a FREE demonstration, contact your Account Representative.

CCI/CoakleyTech Recognized by Deere & Company as “Partner-Level Supplier”

As evidence of its commitment to superior quality, client service, and continual improvement, CCI/CoakleyTech was named a “Partner-level Supplier” in Deere & Company’s 2008 Achieving Excellence Program. The designation is the company’s highest supplier rating, and was bestowed based on CCI/CoakleyTech’s partnership with Deere’s Greenville, Tennessee location.



CCI/CoakleyTech’s client services team accepts the honor with a representative from Deere & Company (far left).

Company employees accepted the recognition during formal ceremonies held on February 17, 2009 in Davenport, IA.

Suppliers that participate in the Achieving Excellence program are evaluated annually in several key performance categories, including quality, cost management, delivery, technical support, and wavelength, which is a measure of responsiveness. John Deere Supply Management created the program in 1991 to provide a supplier evaluation and feedback process that promotes continuous improvement.



In Touch with Paul Hilvert, Manufacturing Mgr.

There are those who follow the path, then there are those who blaze the trail. For 16 years, Paul Hilvert has been blazing the trail for Berman Printing, spearheading initiatives that keep it on the cutting edge.

As Manufacturing Manager, Hilvert considers himself the team’s point guard. “My job is to ensure everyone is involved in our game plan to exceed client expectations,” said Hilvert. Such collaboration has helped Berman gain top-ranking industry honors and customer loyalty. The company is also progressive in “green” efforts, holding FSC certification and expecting to achieve Sustainable Green Printing Partnership (SGPP) status soon.

“Our expertise in creating dimensional print, improving response, and optimizing ROI is a valuable part of our clients’ businesses—and we consider them a valuable part of ours,” added Hilvert. “Every initiative we take not only strengthens Berman, but delivers meaningful client benefits.”

Hilvert is equally proud of the community and especially fond of Findlay’s Market—a place where fresh fish, produce, spices, and baked goods are sold with genuine pride and personal service. “It’s *real* connection,” says Hilvert. “You’ll find that in Cincinnati; and at Berman.”

Need expertise or cost-effective production ideas? Email Paul at pilhvert@bermanprinting.com.

New Videojet Technologies Speed Throughput, Cost-Savings for Direct Mailers

Staying at the forefront of technology is an imperative for all TouchPoint companies—a promise of the commitment to bring customers the best in speed, new techniques, and creative opportunities to continually improve their print and marketing ROI.

While historically a key success factor for the group, this commitment has become even more important amidst the turbulent economy. Indeed, many providers have deferred new equipment updates, limiting customers to less efficient processes.

With 2008 revenue surpassing expectations, Mary Morgan, a longtime business unit of CCI/CoakleyTech, brought on nearly \$1 million of state-of-the-art videojet and mailing improvements. Such enhancements give customers greater benefits in processing times, as well as variable-imaging addressing, data, maps, graphics, and logos. In addition, the company can now process nearly half a million mailpieces per shift. These improvements have attracted larger mailers that can realize thousands or

even tens of thousands of dollars in savings across print, imaging, and mailing categories. The new videojet system is the first install in the state of Wisconsin.

A benefit of the new equipment is the ability to print Intelligent Mail Barcodes, which will soon be required by the USPS.

“With our new equipment, clients have realized great savings in direct mail campaigns,” said Bryan Morgan, General Manager. “Rather than eliminating programs because of the economy, customers are realizing they can make simple changes to existing models and dramatically improve returns.”

Along with its extensive mailing and inserting capabilities, Mary Morgan offers a full range of print and pre-press technologies onsite and across CCI/CoakleyTech’s

other Midwestern facilities. The company continues to innovate to better service clients.

For more information, contact Carey Howard at choward@comcom.com.

Rather than eliminating programs, customers can make simple changes to dramatically improve returns.

— Bryan Morgan
General Manager,
Mary Morgan,
a CCI/CoakleyTech Company

New Additions

TouchPoint Print Solutions is proud to welcome several new additions to its staff.

BERMAN PRINTING

Mike Houser joins Berman Printing as a Sales Representative covering the Dayton market and Greater Cincinnati Tri-State region. Mike brings experience in a number of diverse segments including medical, electronics, retail, and consumer products. **Mike can be reached at mikehouser@msn.com.**

CCI / COAKLEYTECH

CCI/CoakleyTech is proud to have **Scott Palmer** as a new Business Development Executive. Scott brings a wealth of experience with variable, 1:1 cross-media marketing solutions. **Email Scott at spalmer@comcom.com.**

Sara Boyce has been promoted to Client Services Manager, reflecting her many years of helping clients achieve their goals. **Congratulate Sara at sboyce@comcom.com.**

Don Gruning has joined the team as an Account Executive. **Contact Don at dgruning@comcom.com.**

NSO PRESS

New Controller **Ken Bahrenburg** brings years of financial experience in the print industry. **Email Ken at kbahrenburg@nsopress.com.**

Rob Rutherford has joined NSO as Account Executive. **Contact Rob at rrutherford@nsopress.com.**

Recession Busters: FREE TPS Stuff and More!

TOUCHPOINT COMPANY OFFERS

Get 10% off your next 1:1 VDP order at CCI/CoakleyTech! Offer good April–May 2009 with mention of this newsletter.

FREE TOOLS ON THE WEB

<http://www.fontdiner.com/main.html>
Great selection of FREE retro fonts for both Mac and PC.

<http://www.designerstoolbox.com/designresources/html/?PHPSESSID=158eebd9a80cd248b84037b9ef6e835f>
Quick reference for html character codes for website design.

<http://www.photoshopsupport.com>
FREE Photoshop brushes to enhance your creativity. Choose from Aurora Borealis, Splay & Splatters, Sparkles, and more.

<http://www.retailmenot.com>
<http://www.couponcabin.com>
<http://www.couponmountain.com>
Discount codes for many popular websites, including stock art and photography sites as well as office supplies.

<http://www.brightcube.com>
Time-saving designers' tool for quickly scanning thousands of stock photos, plus special discounts.

http://www.graphic-design.com/news/2009/free_graphics.html
Organize and enhance your photo library with FREE PJ Remix software. Build albums, crop, scale, ghost, and apply other techniques directly to your images.

If you've recently upgraded to Adobe CS4, you may miss some of your favorite plugins such as Alias, Unlimited Preview Size, Texture Fill, and more than a dozen others. Download these essentials for FREE from this same site.

All offers are sponsored by websites listed and are subject to change without notice.



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www.touchpointps.com