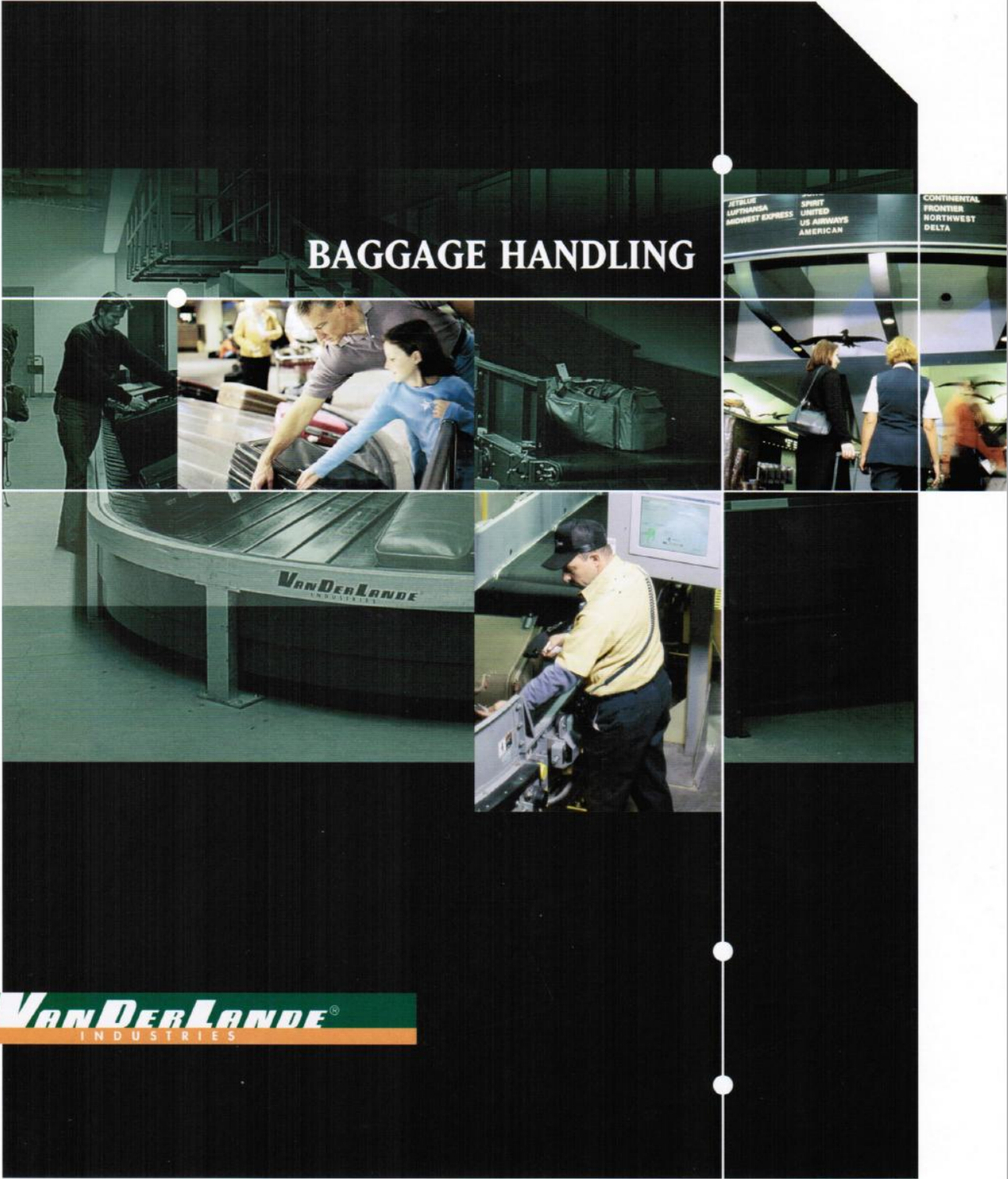




*Themes  
keep 'em  
reading...*

By creating a **benefits-oriented theme** or “thread” that runs through a piece, you’re able to repeatedly drive home a particular point, while also spurring the reader to keep reading.

This first sample is for Vanderlande, manufacturer of countless airport baggage-handling systems worldwide.



**This first inside page appears in another sample series** as an example of getting into a client's world. But it also features a theme.

In client discussions, I zeroed in on this: What Vanderlande actually delivers isn't a baggage-handling system (a "feature"), but rather, they deliver "certainty" (a "benefit") – the idea that by hiring them, an airport will know that their system installation will happen as, when and how promised. For any client, that's a BIG deal.

So, "Delivering Certainty" became the overarching theme we kept driving home on every page, and with every component of that baggage-handling system.

#### Confidence Earned

**Airport: Chicago O'Hare International**

**Project: Integrate explosive detection systems (EDS) into existing system. Speed up existing main sort lines.**

When it came to installing inline baggage screening systems at Chicago O'Hare Airport – one of the two busiest airports in the U.S. – United Airlines put their trust and confidence in Vanderlande, awarding them the project in January 2004.



Vanderlande will implement baggage conveyor hardware and controls for all outbound bags in United Airlines' main hub in Terminal One. Approximately 6400 feet of conveyor and associated equipment will be integrated into the terminal's existing baggage handling system while the existing main sort lines will be sped up and upgraded.

## DELIVERING CERTAINTY

**A**n airport baggage handling system. *Your* airport's baggage handling system. A vast and complex undertaking. One that demands a solution addressing the issues that matter most: cost, throughput, security, reliability, ongoing life cycle costs and changing system demands. So many details to consider. So many potential pitfalls. So much uncertainty. Until now...

What if you just *knew* your hold baggage screening installation would be done right – on time, on budget and with no surprises? Not just because the company told you so, but because their international reputation preceded them. A reputation built on over 500 successful baggage handling systems – spanning the globe *and* the gamut of project scenarios, circumstances, timetables and challenges. And with project price tags ranging from half a million to half a billion dollars and everything in between.





*What would that kind of certainty be worth?*

What if that company had well over a half-century of materials handling experience? Not a subsidiary of a larger firm, but an independent company whose growth has been seamless and “autonomous” – through the strength of its own efforts, not as a result of endless acquisitions. A company so exceptionally financially stable that it has turned a profit every year since it opened its doors in 1949. This is Vanderlande Industries...

*“Impressive, but what does it mean for me?”*

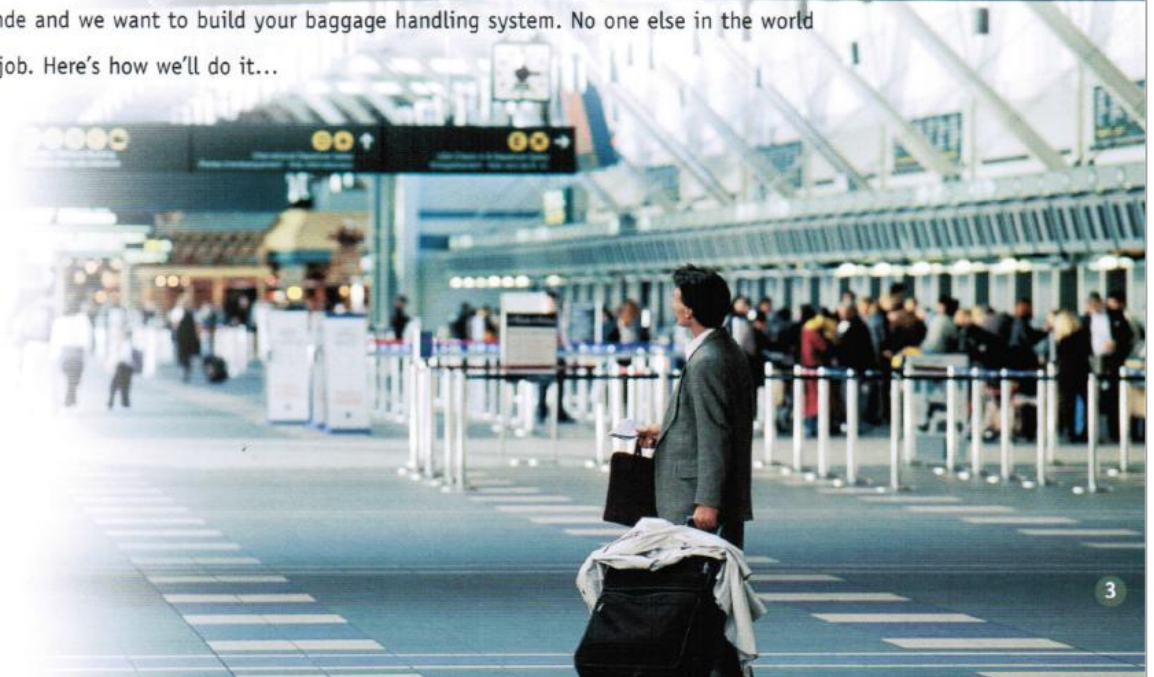
Nothing less than the certain knowledge that the system you order is the system you’ll get, that it’ll work exactly as specified and that it’ll be installed by the agreed-upon date and for the contracted price. In short, **Vanderlande delivers certainty.**

And certainty like this is more than just its own reward: if you’re confident that your project will unfold within specific financial and scheduling parameters, what could that do for your long-term budget and project planning? Not to mention your peace of mind...

Domestic Terminal Building  
Aérogare pour vols intérieurs

International Departure Gates  
Portes d'embarquement - Vols internationaux

This is Vanderlande and we want to build your baggage handling system. No one else in the world can do a better job. Here's how we'll do it...





## PROJECT MANAGEMENT

### **Airport: Tampa International**

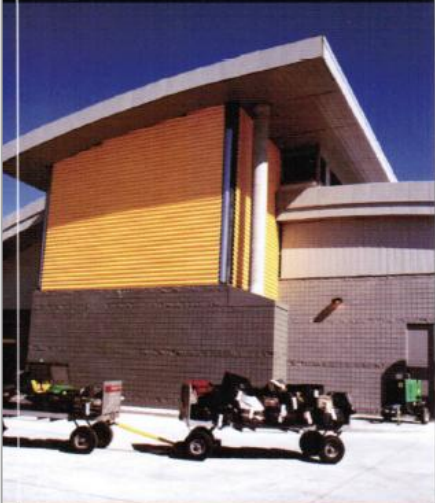
**Project: Automated airside make-up baggage system. Three new EDS loops with state-of-the-art baggage screening machines.**

### **Delivering *Project Management* Certainty**

**D**elivering certainty begins with a game plan. A proven, time-tested and constantly evolving blueprint for success – honed from decades of “in-the-trenches” experience around the world. And no materials handling company has taken planning to the level that Vanderlande has.

### **Partnering With You**

We start with clearly defined and written parameters for every single phase and aspect of our operations – sales, recruiting, engineering, production, installation, commissioning, testing and warranty. Sure, every company in our industry has defined processes and procedures, but what sets Vanderlande apart is that we make you, the customer, a full project partner.



They said it couldn't be done. A project of this magnitude would typically dictate an 18-24 month timetable. Vanderlande was given just seven months to pull it off. Few believed it was possible. Yet, the company worked around the clock (while seamlessly accommodating the airport's existing screening operation) and the new system started processing its first bags before the six month mark.



## SECURITY SCREENING SERVICES

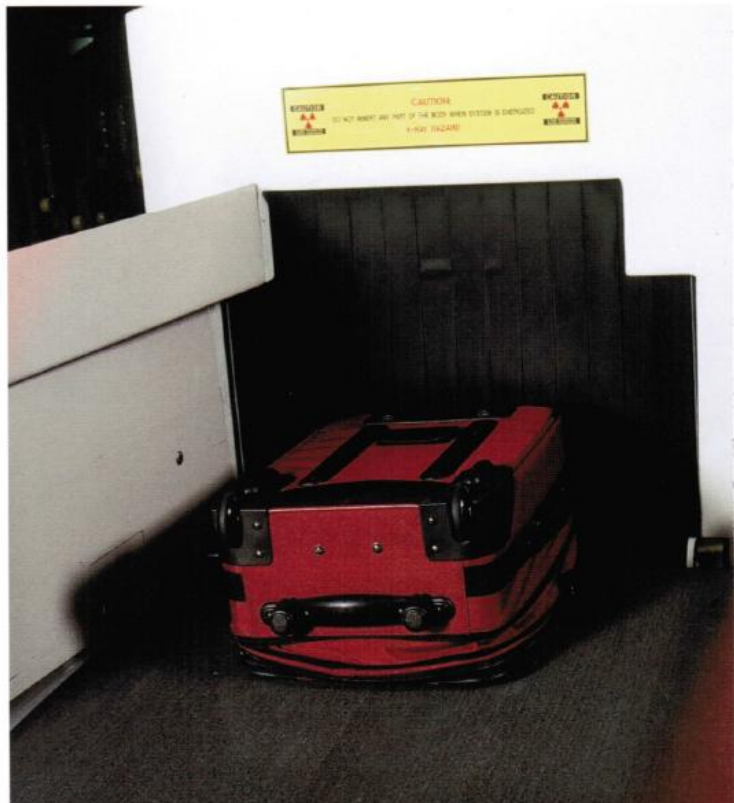
### Delivering *Security* Certainty

#### Satisfying The Government...

Delivering certainty means, above all else, security. Since 9/11, the words "airport" and "security" have become inseparable. While most airports met the 2002 U.S. government-mandated hold baggage screening (HBS) requirements with standalone screening equipment, the ultimate goal is "inline" baggage screening: incorporating the industry's most technologically sophisticated baggage screening equipment into your existing baggage system.

#### And Your Passengers...

Of course, effective baggage handling is far more than simply making sure all bags are screened for dangerous materials. Just as importantly, it's about insuring that passengers, along with their baggage, depart on the correct flights at the correct times. An inline HBS system from Vanderlande delivers the best of both worlds: a high level of security *and* enhanced efficiency.





## CONTROLS & CAPABILITIES

### Airport: Logan International

#### Project: System upgrades of Bagrooms B6 and C2

As part of a major security upgrade project at Logan International Airport in Boston, Vanderlande completed a fast-track system upgrade of bagrooms in Terminals B and C, using nearly 2300 feet of conveyor. Without disrupting airline operations, Vanderlande successfully implemented reliable inline baggage security screening by the government-mandated December 2002 deadline – the only company of several to complete all their hold baggage screening projects on schedule.

On the strength of this successful, on-time, on-budget project performance, Vanderlande was awarded the contract to supply and implement a baggage handling system for Delta Airlines - Terminal A at Logan.

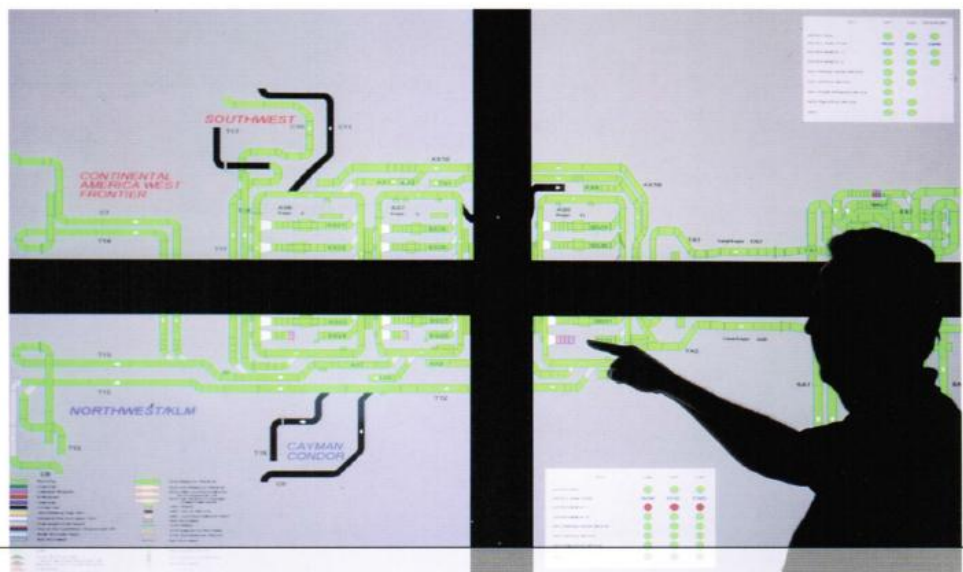
### Delivering *Controls* Certainty

You have a simple request: when you turn on your baggage handling system – the first time and every time – it works. By understanding, mastering and integrating many complex components, technologies and processes, Vanderlande delivers the consistent reliability you demand.

Before we implement any system, we must factor in the airport's existing layout, airline systems and conveyors. Armed with this information, we then integrate the Transportation Security Administration (TSA) security processes, the new baggage system conveyors, monitoring and sort controls along with the scanners, radio frequency identification (RFID) devices and screening machines.

### The Challenge

At each stage of the process, we test the various components to ensure successful integration into the existing system. Because we don't have the luxury of "turning off the machine," the process must be smooth and seamless. The ultimate goal? An overall baggage handling process with superior efficiency, high reliability and cost-effectiveness.



## DELIVERING *TOTAL PROJECT* CERTAINTY

**I**n these uncertain times, know that when it comes to your airport baggage handling system and hold baggage screening challenges, one company has been delivering certainty every step of the way for well over a half a century. The same company that's the proud owner of both the largest materials handling and the largest baggage handling contracts ever awarded. But, whether your project is \$200 thousand or \$200 million, whether it's a ticket counter conveyor or a complete baggage handling system, we want to talk to you.

We're Vanderlande Industries. Call us today and discover what certainty truly means. And what it can mean for you.

### Some of Our Customers

**ORD** - Chicago O'Hare  
International Airport

**DFW** - Dallas Fort Worth  
International Airport

**IAH** - Houston George Bush  
Intercontinental Airport

**DTW** - Detroit Metropolitan Wayne  
County Airport

**TPA** - Tampa International Airport

**BOS** - Boston Logan  
International Airport

**YVR** - Vancouver  
International Airport

**JFK** - John F. Kennedy  
International Airport

**PIT** - Pittsburgh  
International Airport

**HNL** - Honolulu  
International Airport

**ORF** - Norfolk International Airport

**BWI** - Baltimore Washington  
International Airport

**YOW** - Cartier International Airport  
- Ottawa, Ontario

**CKB** - Marion Regional Airport  
- Clarksburg, West Virginia



**In reviewing the source material for this annual report** for Georgia chapter of The St. Vincent de Paul Society, I was struck by the fact that 86% of donated dollars went to services. As someone who also donates to charity, I thought that was a big-deal hot button (as it would be for other donors).

The charity defied many stereotypes people had about it, and had me realize they just offered...MORE. I suggested this as a theme to run through the entire piece, letting readers (i.e., current/potential donors) know, with every page, that their donations went further.

P.S. The client reported that many long-time donors told them this was the first annual report they'd ever read cover to cover.





*Welcome to More...*

ST. VINCENT DE PAUL SOCIETY • FISCAL YEAR 2004-2005 ANNUAL REPORT



*There's*

charity... and then there's the St. Vincent de Paul Society. Since 1903 in north Georgia, the Society has been redefining what "charity" means. Those who know our work or *do* our work understand the difference. Our unique philosophy drives a different way of doing business – one that effectively *magnifies* all investments of time and money. It all comes down to *More...* More of everything, as you'll see in the coming pages.

Simply put, *More* means more impact and more people served...

Because the work of the Society fosters self-sufficiency, our clients are less likely to need ongoing assistance, and that makes more room for others. And as people get back on their feet, not surprisingly, they often want to give back to the charity that gave them a helping hand. The next generation of donors and volunteers is born. And the circle of service continues. It's all part of *More...*



## Society Highlights

2004-2005

- 212,412 people served
- \$4.7 million in assistance disbursed
- 240,765 volunteer hours donated
- \$567,663 in free food delivered through 33 food pantries
- 753 people studied ESL, GED prep, and computer skills
- Over \$116,641 in free clothing distributed
- 458 vehicles donated
- 18 women and children received temporary housing

### Dear Friends of the Society,

Our last fiscal year was another extraordinary period of service rendered and lives altered. At the Atlanta Council of the St. Vincent de Paul Society, we're delighted to share this "report card," which showcases the phenomenal efforts of so many people committed to making a difference in the lives of so many others.

### To Our Current Donors and Volunteers...

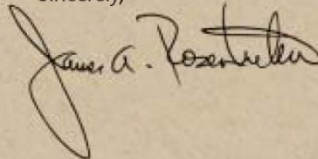
Read on and feel proud. You're part of something wonderful and far-reaching. Thank you for your generous gifts this past year. Just know that the time and money you invested went further and made a bigger impact.

### ...And Future Ones

For over a century, the Society has been quietly making a big difference in the lives of literally millions of Georgians. Come be part of an organization that is diverse, dynamic and... different. The Society welcomes your support and participation.

In the coming pages, you'll learn what we accomplished this past year, what sets the Society apart, and exactly what we mean by *More...*

Sincerely,



James A. Rosentreter  
Atlanta Council President



Note the use of a fun analogy (stadiums) to add some compelling color to the point being made.

## More Served

### Enough to Fill Four Stadiums

We're talking more than 200,000 people – 212,412 to be exact – served in Georgia. That's one organization. One year. We've been busy. Or, more accurately, our army of volunteers and Vincentians has been busy. Yet, given the formidable array of Society programs at our disposal, serving more than 200,000 people is downright inevitable. It's all part of *More...*



### From the Fields to the Field of Dreams...

Not so long ago, Angelica worked in the fields in Mexico, harvesting fruits and garlic in 105-degree heat – something she thought she'd be doing her whole life. Married at 16, now she's the single mother of four children, living in Georgia and working at a Kroger supermarket 40 hours a week.

Angelica heard about GED classes at the St. Vincent de Paul Society and decided to enroll. Because her job doesn't pay enough to support her family, she talked with the Society about financial aid with her rent. "For the first time in a long time, I felt really supported." Her goal is to complete her GED, start cosmetology classes, and one day own a hair salon. Angelica has come a long way, and thanks in part to the work of the Society, each day dawns a bit brighter for her and her family.

## More Reach

In 2005, the Society served roughly 212,000 people in middle and north Georgia. From Carrollton to Dalton, Marietta to Madison, Gainesville to Milledgeville, and Lavonia to Lithonia, the Society reached out far and wide, leaving changed lives and brighter prospects in our wake.

## More Direct Financial Aid

In 2004, the Society disbursed over 3.9 million dollars in direct financial aid for the following needs:

- Medical expenses/ prescriptions/counseling
- Rent/housing
- Utilities
- Food
- Legal fees
- Transportation
- Burials

### Care to Donate 20% of Your Car?

Not exactly feasible. Yet vehicle donors to many other charities often end up with a tax deduction that's far less than their vehicle's value. Why? Because those charities use charity auctions, where low proceeds and low donor write-offs are the norm. At the Society, we determine the best use for every vehicle we receive. No cars go to charity auctions, which means we maximize outcomes for both the Society *and the donor.*



## More Money to Services

### Time For a Quick Math Lesson...

Unless you're a bean-counter type, our "financials" aren't likely to be your idea of scintillating reading (see page 12). But we think you'll find one number most interesting: the percentage of Society revenues that go directly to services. With the Society, it's *More...*

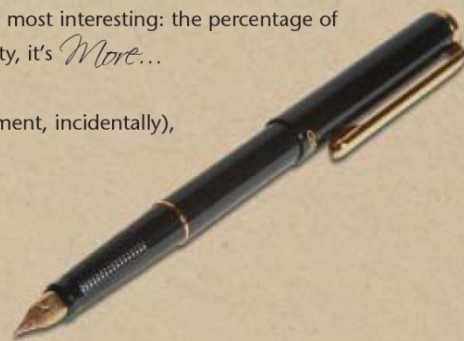
To calculate that crucial percentage (on ANY financial statement, incidentally), look at the Program Services and Total Revenue figures:

Program Services Expenses:	\$5,068,344
Total Revenue:	\$5,871,806

Now divide Program Services Expenses by Total Revenue. In the case of our fiscal year 2004-2005, you end up with 0.86 or 86%. Meaning, that in our last fiscal year...

### 86% of Society revenues went directly to program services

In case you're not sure, that's high. Really high. When 86 cents of every dollar has a direct impact on someone's life, you can reach a lot *More...*





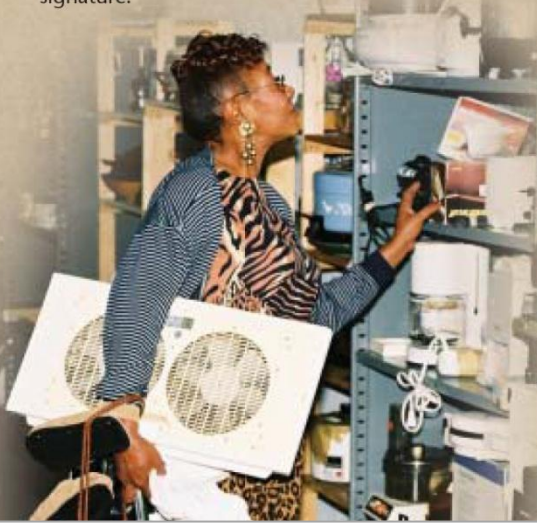
# More Than Just Volunteers

## Volunteers<sup>2</sup>

To say that the Society relies on its volunteers would be like saying the Atlanta Braves rely on their players. Our volunteers are the heart and soul of the Society. We couldn't begin to serve the numbers we do without them. But beyond our legions of selfless volunteers, there's *More...* the Society's secret "weapon for good"... The Vincentians.

### The Next Level of Volunteer

More than just volunteers, the Vincentians are an established order of volunteers who view their service as a sacred calling. They are counselors who visit those in hardship, listen "beyond the need" and return to the Society to discuss the most appropriate aid for each particular client. Vincentians are the true stewards of the more holistic approach to charity that's the Society's signature.



### Society Thrift Stores

The Society operates eight Atlanta area thrift stores – run primarily by volunteers – that offer extensive selections of good quality used clothing and household goods. Thrift stores are a boon to all cost-conscious shoppers, from low-income families and individuals to true bargain hunters!

**"Everyone that comes in here brings a new perspective."**

Marilynn has been to seven continents, Europe 27 times, Siberia, Cambodia, New Zealand, and a few dozen other places. "For my age, I'll give a 24-year-old a run for their money," she says. This retired dynamo loves traveling, staying busy, meeting new people, and hearing their stories. Which is why she loves volunteering in the Society's Chamblee thrift store (which she started doing in 2002).

She really likes both her fellow store volunteers and the customers, who often seek her out. She explains, "People walk in and say, 'I'm glad you're here today; I wanted to tell you something.'" While Marilynn still travels the world, some of her richest moments are spent building friendships with people in the thrift store. She's happy to be there, and apparently, a lot of others are, too.

*More* for less...

#### **Vinny's Weigh-N-Pay**

Leave it to the Society to come up with a unique approach to retailing: good quality used clothing and household goods sold *by the pound* at our main facility in Chamblee. Larger appliances and furniture are offered at special low prices.



## *More* Than Handouts

### **Mission: Self-Sufficiency**

There's a handout, and then, there's a hand up. Both can mean direct financial aid, but while the first can lead to a chronic dependency, the second can be the catalyst to a better life built on a foundation of empowerment and personal responsibility. It's all in the approach. When the Society encounters people in hardship, our goal is to provide the materials, education and confidence needed to foster true self-sufficiency.

That means trained caseworkers – often Vincentians, primarily volunteers – who meet with potential clients face-to-face, get a feel for their circumstances, determine their deeper needs beyond the basic hardship, and figure out the most appropriate ways to address those needs.

*More* than handouts means more of a chance at a better life.





# More Skills Taught

## Teaching (MORE) People to Fish...

While direct financial aid is at the heart of the Society's work, and it's what often addresses a client's immediate needs, it's the Society's Learning Center that gives many of our clients the life skills to stand and say, "I can make it on my own." It's here that we offer the tools with which to build a life worth having.

### More Students, Less Cost

Since 1999-2000, the number of clients who have moved through our Learning Center has steadily increased while the cost per student has decreased every single year. Why?

More volunteers offering more time, resulting in a 40% reduction in costs per student. And that's doing *More* with less.

### "Learning English has made me a better mother"

Maria says, "I know many other mothers who don't even understand what their children talk about. They could be cursing or planning to quit school, and the mothers would never know." But now that Maria can speak English, she's much more involved in her children's lives. Before, she couldn't help them with their homework. Now, she's there for them every night. Plus her new language skills help for visits to the doctor – "the other Latina women" she says, "have to wait for an interpreter!" – or at her kids' school to speak to the teachers.

Learning English has made her a better mother. Says Maria, "My children are very proud of me and my family in Mexico is shocked." And, she says, laughing, "I feel really good about doing this interview in English!"



### School is IN...

In 2004-2005, here's what the Society's clients were studying:

- ESL (English as a Second Language): 278
- Computer Literacy: 161
- Life Skills: 73
- Adult Literacy: 73
- Mentoring: 70
- GED: 57
- Spanish: 41

**Learn English,  
practice medicine...**

*Alvaro was a practicing physician in his native Colombia when he came to the U.S. four years ago to study English. But he loved the country and decided he wanted to stay here and pursue his dreams. That meant re-certification, a medical residency, and rigorous testing, all of which, in turn, demanded a level of English proficiency he didn't yet have.*

*He was referred to the Society, where Eleanor Hunter, director of our Learning Center, arranged for Alvaro to receive funding for a special tutor to boost his English proficiency to the necessary level, and also to cover a major portion of the certification exam cost. With the final pieces in place, Alvaro's dream is on track.*

# More Than Just "The Poor"

## **Serving the Servers**

Certainly, the work of the Society touches many people who are financially disadvantaged, but our mission is to help all those in need. When a doctor, nurse, accountant, pharmacist or other professional emigrates from another country, they're often unable to practice in the U.S. without re-certification. And that's a process that typically takes significant investments of time and money – two things new arrivals often have little of as they simply struggle to make ends meet.

Enter the Society's *Renaissance Program*, which provides financial assistance to cover the necessary training to allow these individuals to leave low-paying, time-draining jobs, and re-enter professional careers – careers which often mean *More* far-reaching benefits to themselves and their local community. And given that those benefits accrue when *anyone* betters themselves educationally, the *Renaissance Program* is also open to any American clients looking to obtain short-term certificates or diplomas at local technical colleges.





# *More* Than Just Catholics

## ***How DO These Rumors Start?***

A lot of folks think that because the Society is a Catholic faith-based organization, we only serve Catholics. Sure, we help Catholics... along with people of just about every other creed, nationality and race you can – and *can't* – think of. With the Society, it's about addressing the need, regardless of who has it, where they're from, what they believe in, or what language they speak. And that means *More* people served. Any questions?



## **Spanning the Globe...**

### **In 2004-2005, the Society served:**

*African-Americans*

*Latin Americans*

*Americans*

*Eastern Europeans*

*Asians*

*Africans*

*South Americans*

### **...Speaking:**

*English*

*French*

*Spanish*

*Portuguese*

*Croatian*

*Chinese*

*Japanese*

*Korean*

*Vietnamese*

*Russian*

*Amharic*

*Arabic*

# Financials

## PUBLIC SUPPORT

Annual Collection .....	\$220,048
Individuals and corporations .....	\$2,763,941
Conference support .....	\$123,106
Grants and foundations .....	\$187,080
Estates and memorials .....	\$88,307
<b>Total Public Support .....</b>	<b>\$3,382,482</b>

## REVENUE & OTHER GAINS/LOSSES

Thrift store .....	\$1,130,704
Special projects .....	\$1,020,386
Interest income .....	\$17,421
Gain (loss) on disposal of assets .....	\$(3,252)
Other income .....	\$324,065

## Total Revenue & Other

<b>Gains/Losses .....</b>	<b>\$2,489,324</b>
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<b>TOTAL REVENUE .....</b>	<b>\$5,871,806</b>
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## EXPENSES

Program services .....	\$5,068,344
General & administrative .....	\$389,944
Fundraising .....	\$327,553

<b>TOTAL EXPENSES .....</b>	<b>\$5,785,841</b>
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Increase in Net Assets .....	\$85,965
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## NET ASSETS,

<b>BEGINNING BALANCE .....</b>	<b>\$1,129,361</b>
--------------------------------	--------------------

## NET ASSETS,

<b>ENDING BALANCE .....</b>	<b>\$1,215,326</b>
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\*For the certified audit by Cherry, Bekaert and Holland, L.L.P.,  
please call 770-458-5415

## The Work of the Society Means...

# More of a Difference

The preceding pages tell a compelling story of *More...* What one organization – lean and efficient – with phenomenal ranks of volunteers, and a powerful core philosophy of “charity-to-self-sufficiency” can accomplish in one year. Whether donor or volunteer – present or future – we hope you’ve been moved, touched and inspired by what you’ve read here.

Perhaps you’ve been motivated to reaffirm your contribution of time or money to the work of the Society. Or maybe you’ve discovered a place and a purpose that’s a match for your own commitment to make a difference. Regardless, know that making *More* of that difference only happens when everyone steps up.

Come be a part of the phenomenal and ongoing success story of the St. Vincent de Paul Society – newly or again. As you help us do *More*, you’ll become *More...*



**This final sample is a capabilities brochure** for Thomasson Printing, with the first page showing front and back cover.

With my designer, who also designed the preceding St. Vincent piece, I initially showed the client the prior two theme-based pieces. Their response: "We want one like that!"

For their theme word, we settled on "Absolutely" — a word with solidity and conviction, and one that printing prospects are only too happy to hear. The word was ideal for showcasing all their good points, and giving readers a sense of a company "buttoned-up" in all these arenas.



*Absolutely Confident*

That's how you should feel about your printer, how you can feel about Thomasson, and how we feel about handling your next printing challenge. When it simply needs to be outstanding, and there's no margin for errors or delays, bring it to us. We'll get it handled. We've never tried to be the least expensive out there. Just absolutely the best.



Thomasson Printing Co.  
940 Columbia Drive  
Carrollton, GA 30117  
770.832.8246 • fax 770.834.4988



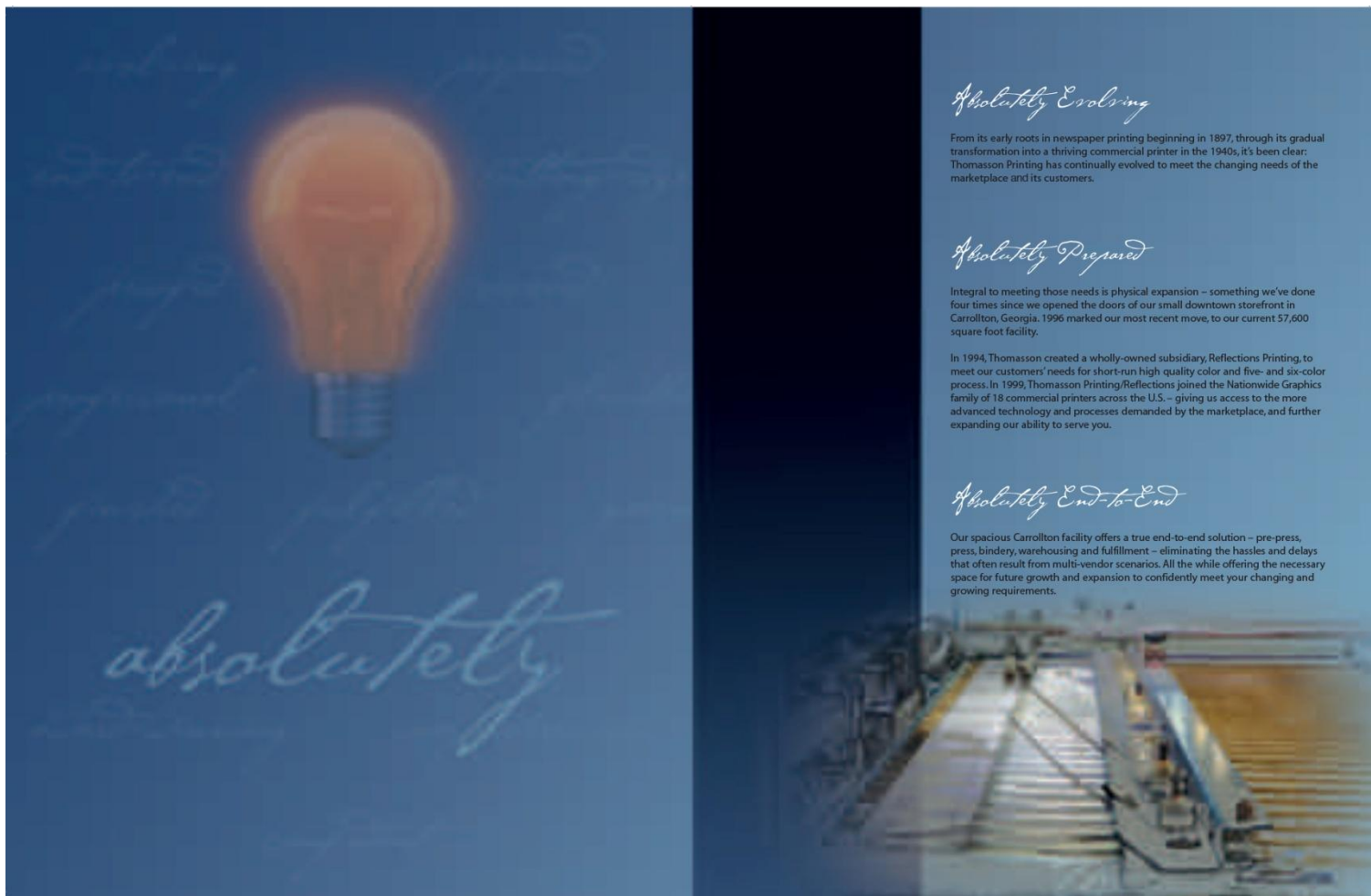
NATIONWIDE  
BUSINESS  
PREMIER  
PRINT  
ORGANIZATION



REFLECTIONS  
a division of thomasson printing

Reflections Printing Co.  
1225A Kennestone Circle  
Marietta, GA, 30066  
770.795.0000 • fax 770.795.0409

[www.thomassonprint.com](http://www.thomassonprint.com)



### *Absolutely Evolving*

From its early roots in newspaper printing beginning in 1897, through its gradual transformation into a thriving commercial printer in the 1940s, it's been clear: Thomasson Printing has continually evolved to meet the changing needs of the marketplace and its customers.

### *Absolutely Prepared*

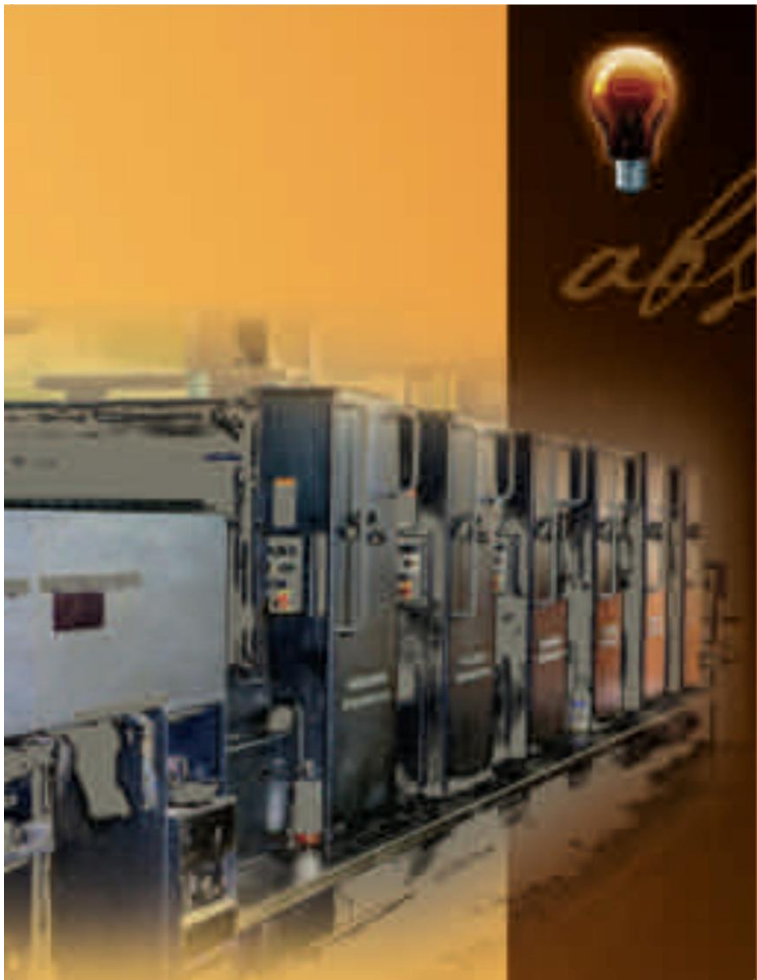
Integral to meeting those needs is physical expansion – something we've done four times since we opened the doors of our small downtown storefront in Carrollton, Georgia. 1996 marked our most recent move, to our current 57,600 square foot facility.

In 1994, Thomasson created a wholly-owned subsidiary, Reflections Printing, to meet our customers' needs for short-run high quality color and five- and six-color process. In 1999, Thomasson Printing/Reflections joined the Nationwide Graphics family of 18 commercial printers across the U.S. – giving us access to the more advanced technology and processes demanded by the marketplace, and further expanding our ability to serve you.

### *Absolutely End-to-End*

Our spacious Carrollton facility offers a true end-to-end solution – pre-press, press, bindery, warehousing and fulfillment – eliminating the hassles and delays that often result from multi-vendor scenarios. All the while offering the necessary space for future growth and expansion to confidently meet your changing and growing requirements.





### *Absolutely Cutting-Edge*

Pre-press is about making sure your files are absolutely flawless, error-free, and ready for press, giving you the opportunity to "proof" those files before we fire up the presses.

In 1997, more than five years ahead of the curve, Thomasson Printing adopted computer-to-plate technology in its pre-press department – improving image quality on press and speeding up the pre-press process. We deliver today's version of that technology with our Screen 8600 platesetter, driven by RamPage workflow software.

### *Absolutely Proofed*

We offer multiple proofing solutions – either digital "hard" proofs or RamPage's "soft" Remote Proofing (allowing online review and on-screen annotation as needed) – to meet your varying needs for speed and quality.

Our pre-press department delivers:

- Latest versions of all industry software (Mac & PC)
- Simple, convenient file submission via Internet, FTP or removable media
- Online soft-proofing for easy access from anywhere.
- Color-managed proofing workflow to current GRACOL standards
- Latest in completely automated computer-to-plate (CTP) output
- Unparalleled quality control

### *Absolutely Professional*

Constantly changing technology requires a pre-press team made up of both newer tech-savvy industry pros familiar with the latest technological advances, along with seasoned printing veterans trained on the new systems and processes. Together they can handle the most challenging jobs while offering insights and technical assistance to ensure a superior outcome every time.

### *Absolutely Covered*

Whatever your needs and project requirements, Thomasson has the printing muscle to handle them. For the big offset jobs, we turn, first and foremost, to the quality and reliability of Heidelberg – three systems in all: an 8-color 40" and two 6-color 40" models. In addition, we offer a 6-color 28-inch Mitsubishi as well as several smaller presses, some of them "perfectors" – offering one-pass printing in many applications.

### *Absolutely Flexible*

Need a short run? A fast turnaround – hours, not days? Looking for "variable information" printing for marketing materials – with certain pages customized or personalized? Want to eliminate warehousing by printing only as many catalogs, brochures, inserts or flyers as you need right now? Need to change the copy and reprint in a week? The answer is the Xerox iGen Digital Printing Process – delivering a level of flexibility and versatility you'll come to love.

### *Absolutely Finished*

At Thomasson, we "finish" what we start – and what we print. That means the latest equipment to handle any finish work task: folding, cutting, die-cutting, saddle-stitching and trimming. Need specialized services like kit packing, custom folding and gluing or project assembly? Just ask and we're on the case.

### *Absolutely Fulfilled*

Having a nearly 58,000 square foot facility means plenty of warehouse space to store printed inventory. Coupled with Argosy, our web-based ordering/fulfillment system, it allows you and your customers to order and have shipped any materials in our inventory. Just part of the absolutely comprehensive start-to-finish solution you'll get from Thomasson.

### *Absolutely Award-Winning*

Since 1998, Thomasson and Reflections Printing have won almost 100 Best of Category and Awards of Excellence from the Printing & Imaging Association of Georgia (PIAG). This includes an unprecedented five consecutive Best of Show awards (2002-2006) in the annual print competition and a Best Process Color award in 2007, besting over 1000 other submissions. The record continued in 2008 with another Top Gold Award Winner.

### *Absolutely "Green"*

Thomasson and Reflections have been thinking "green" long before it was the cool thing to do. For many years, we have made a collaborative effort to promote and encourage the use of recycled paper and environmentally-friendly inks.

Today, both Thomasson and Reflections are proud to announce that we are FSC certified, allowing us to offer an array of papers certified by the Forest Stewardship Council. Additionally, all of our inks are vegetable-based compounds and our press-applied coatings are water based. We practice what we preach! For years, we have recycled our waste paper, aluminum plates, wooden pallets and other waste products. Our plants dispose of expired and waste inks along with other press chemicals through licensed, EPA-approved contractors. Preservation of our environment is a commitment we take very seriously.

When you place your business with us, you are helping the world Go Green!

### *Absolutely Comprehensive*

Between our Carrollton plant and a network of sister facilities across the U.S., we're proud to offer a broad spectrum of services to absolutely meet all your printing and specialty print-related needs that require:

- Digital printing
- Offset Printing at all locations for national distribution
- Web printing
- Retail box packaging
- DVD and CD replication and printing
- Mailing Services and more