



A Message from our CEO

Dear Valued Customer,

It's hard to believe summer is almost over, and we're headed into fall! As the colors begin to change outdoors, indoors many businesses are making changes of their own. Indeed, now is the time to retool last year's holiday campaigns, conceptualize new product launches, plan next year's budgets, and essentially determine how to make your organization stronger and more profitable.

Your partners at TouchPoint are here to help. This month's stories focus on ways we're helping customers save costs, achieve greater marketing results, and improve environmental stewardship to give you an edge in the marketplace.

We'd love to have the opportunity to help you with your next project! Thank you again for your loyalty; we sincerely value your business.

— Tom Simunek, CEO

CCI/CoakleyTech Provides Cost-Saving Document Solutions for PetSmart®

Innovative thinking and proprietary web technology help PetSmart achieve efficiencies in literature ordering and fulfillment and elevate customer service levels.

As the nation's #1 specialty retailer of pet food and supplies, PetSmart® has more than 1,100 stores in the U.S. and Canada. In addition to its 10,000+ retail products, PetSmart also provides in-store obedience training classes for added customer value.

Just like its client PetSmart, CCI/CoakleyTech goes the extra step, ensuring customers use the most efficient and cost-effective print and document management processes.

In July, CCI/CoakleyTech partnered with PetSmart's Pet Training team to produce and distribute new materials for the Pet Training program—including pocket folders, homework sheets, and perforated coupons. All materials are produced and distributed by CCI/CoakleyTech's Tempe, Arizona, facility which is in close proximity to the client's headquarters.

Handling print and document management services for PetSmart since 2005, CCI/CoakleyTech had already proven itself a valuable partner when the new opportunity arose. Now stores can seamlessly order Pet Training materials along with other store literature.

CCI/CoakleyTech fulfills and ships all items ordered in one shipment, significantly decreasing PetSmart's fulfillment and shipping costs. And through its online document ordering and management tool, Publication Zone, CCI/CoakleyTech can monitor docu-

ment usage and order frequency and help the client determine optimal reorder quantities, lowering costs surrounding print, storage, and obsolescence.

"CCI/CoakleyTech began working with us during the development phase of the Pet Training program materials. From the very beginning, they went the extra step, consulting on the most cost-effective way to produce and distribute this information to our customers. To date, this program has been very successful. CCI/CoakleyTech's commitment to providing PetSmart with both the best solutions and quality printing assures me that we are working with the best in the business," said Ross Cowen, PetSmart's

Pet Training Director.

For information about saving costs with a document management solution, email Carey.Howard@comcom.com.



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— Ross Cowen
PetSmart

Ask the Expert



Coleen Acken
Prepress Manager
CCI/CoakleyTech

Get all your print-related questions answered by the experts at TouchPoint! Email us at info@comcom.com. If your question is published in an upcoming issue, we'll send you a \$10 gift card.

Q. My computer lets me create almost any color I want, but it always looks different on the printed page? How do I get the colors I really want?

A. Computer monitors use a color system that is very different than that of print. Rather than selecting colors based on creation medium, choose your values and spectrum based on your output device. For example, choose RGB for output to a desktop printer; use CMYK when going to an offset press.

RGB produces more vivid colors than process CMYK, but there are many workaround options. For example, you may want to use spot Pantone or Hexachrome colors—or even just registered varnish for a specialty effect. CCI/CoakleyTech typically uses SWOP guide-

lines for color matching (considered “industry standard”), but we can employ alternatives to best suit your needs.

In fact, since many of our customers’ programs are printed part digital and part conventional—which must match up—we are well prepared to meet any expectation. Color differences between toner (digital) and sheetfed inks can be dramatic! If you’re sourcing to multiple providers, you may end up with a branding catastrophe.

The best way to select colors is by old-fashioned communication so we can help you achieve precisely what you want. Let us help you explore—the possibilities are endless!

For more assistance, contact Coleen at Coleen.Acken@comcom.com.

Sustainability Strides at TPS

We continually enhance production processes and adopting new practices to keep our companies at the forefront of sustainability. This includes:

- All CCI/CoakleyTech substrate suppliers are already in compliance with Lacey Act provisions that go into effect next year. CCI/CoakleyTech is FSC certified and continues to achieve TPM supplier status year after year.
- Berman Printing holds G7, Rainforest Alliance, and FSC certifications and expects to achieve SGPP status shortly. (See story on p. 3)
- NSO Press maintains a strong commitment to “green” initiatives. The company is FSC-certified and use soy-based inks as well as a 20-to-1 recycle-to-trash ratio.

This listing is not exhaustive. Contact your TouchPoint representative with questions on specific designs.

Berman to Launch New Website

Berman Printing has long been known for its print expertise—producing some of the most complex and elaborate dimensional packaging and commercial work. Its two latest initiatives extend its visibility in the electronic realm: the first, a customizable W2P offering; the second, a cutting-edge website.

Launching in September, Berman’s new website takes advantage of the state-of-the-art in Web 2.0 programming, offering visitors a full-frame, interactive experience with audio and video features. And, to glean a better understanding of Berman’s capabilities—or see creative ideas—visitors can “rotate” showcased work samples to view them at multiple angles. The site also offers explanations of key environmental accreditations and initiatives, to enable a better understanding of the value of Berman’s sustainability efforts.

“We are dedicated to building a company that provides a true, one-stop value proposition,” said Bill Pearson, President, Berman Printing. “Our website and W2P portal are just the



beginning. We are looking into other technologies that can give customers greater success across their multichannel marketing efforts.”

A direct connection to the company ftp site and a W2P demo will also be featured. (First-time ftp users will need to contact their sales or service representative to set up a user name and password.)

Berman’s dielines, news releases, and the TouchPoint **inTouch** newsletter will be available as direct downloads.

Be on the lookout for the new site. Visit www.bermanprinting.com and let us know what you think!

CCI/CoakleyTech Makes Top Book Printers Lists

Printing more than 50,000 unique books and publications annually is quite a feat. But, doing so with individualized components, full-color variable data, and varying fulfillment requirements—often in as short as 48 hours—takes superior talent, dedication, discipline, and service. In other words, it takes CCI/CoakleyTech.

Indeed, such recognized strengths have placed CCI/Coakley top of mind for big-brand customers in healthcare, higher education, agriculture, and manufacturing, among others. It also places the company as one of the front-runners, again landing designations on the coveted **Top 30 Book Printers** and **Top 20 Digital Book Printers** lists for 2009.

“We continue to add the equipment and capabilities to give our customers the best, most cost-effective alternatives for their book and

custom-publishing projects,” said Carey Howard, Marketing Director. “We are proud to be considered among the industry’s leaders.”

Sponsored by **Book Business**, the annual listings are considered the industry’s most comprehensive rankings of the largest public and privately held businesses. CCI/CoakleyTech achieved #2 on the **Top 20 Digital Book Printers** and #23 on the **Top 30 Book Printers** listings.

Book Business reaches more than 12,000 industry executives who use these listings in decision-making for the awards of their print manufacturing and distribution.

For a competitive quote on your publications, call your CCI/CoakleyTech Account Executive or email Carey.Howard@comcom.com.



InTouch with Jennifer McRoberts Graphic Designer, CCI/CoakleyTech

In today’s marketplace, gaining a competitive edge takes innovative, exciting marketing communications that command attention. That’s where Jennifer McRoberts comes in. Graphic Designer at CCI/CoakleyTech, Jennifer handles client design, collaborating with the firm’s eProfessionals services group for maximum effect.

Her most recent projects include everything from a postcard PURL campaign to a full redesign of a customer’s marketing and informational collateral. “The new design changed the overall brand feel, making it more trustworthy and professional to its audience,” said McRoberts.

“I work alongside some of the smartest, most dedicated people you could ever meet,” she added. “I am inspired and motivated by the commitment that my co-workers have for our clients and company. I am proud to be part of CCI/CoakleyTech and add another element to the mix.”

With Jennifer, clients have the ability to have projects produced professionally—and cost-effectively—regardless of their size or in-house abilities.

Need to tap some fresh creative resources for your next project? Contact Jennifer at jmcroberts@coakleytech.com.

Berman Printing Nears Sustainable Green Printing Partnership (SGPP) Status

With a history spanning more than seven decades, Berman Printing understands that business is about more than delivering superior-quality printing, but providing for unique, value-added features that help clients achieve overall organizational initiatives. By this accord, Berman has stayed on the cutting edge in all aspects it defines as “beyond print.”

“Clients are looking for suppliers that produce on multiple fronts,” said Bill Pearson, president of Berman Printing. “Whether ‘green mandates,’ minority-spend qualification, or late-breaking manufacturing certifications, Berman is committed to being value-add.”

Pressroom Supervisor Chuck Oaks is taking the lead on attaining Sustainable Green Printing Partnership (SGPP) Status—a certification considered the highest achievement in environmental stewardship. As of August 1, this exclusive designation had been given to only 9 companies nationwide.

SGPP status signifies that companies adhere to leading-edge, sustainable manufacturing protocols. A year-long (or more) process, those attaining this stature maintain the most progressive and stringent conservation standards anywhere.

“SGPP status ensures customers that they are using a print partner that is doing everything possible for the environment, as well as the

health, safety, and welfare of its employees, clients, and communities,” said Oaks.

With just the final audit to go, Berman expects to achieve these credentials soon. Then it’s on to the next milestones—a zero-waste policy for coatings and increased usage of FSC-certified stock. “We are committed to being one of the most environmentally advanced providers around,” added Oaks

For more information, contact your Berman Printing account representative or call 513-421-1600.

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— Chuck Oaks
Pressroom Supervisor
Berman Printing

New Additions & Milestones

TouchPoint Print Solutions is proud to welcome new additions to its talented staff. We continue to build our team and welcome employment inquiries from qualified candidates via our websites or HR departments.

CCI / COAKLEYTECH

Katie Olson has come on board as an Account Executive servicing the Minneapolis/St. Paul market. **Email Katie at Katie.Olson@comcom.com.**

BERMAN PRINTING

Account Executive **Linda Nikolaidis** is now part of the Berman team. Linda brings more than 12 years' experience in digital print and packaging, having worked at leading providers as well as Heidelberg USA. **She can be reached at lindan@bermanprinting.com.**

Jenny Meinhardt and **Paul Hilvert** have completed specialized W2P training to help customers best plan and develop new sites.

NSO PRESS

NSO has added **Wayne Pratt** and **Bob Buczek** to its sales staff. Both Wayne and Bob have more than 20 years' experience supporting print and marketing services customers in the Denver market. Wayne was most recently at Consolidated Graphics, and Bob heralds from Advance Direct. **Contact Wayne at wpratt@nsopress.com or Bob at bbuczek@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 through **September 30, 2009** with mention of this newsletter.

FREE TOOLS ON THE WEB

<http://www.delivermagazine.com>

Created by the USPS, this site is geared toward helping direct marketers use print-related tools to improve results. Sign up for the print magazine or view helpful online videos, including "Good Marketing in Bad Times."

<http://www.printinthemix.com>

Print in the Mix offers valuable information and research from credible sources on the role and effectiveness of print in the marketing mix. Maximize your campaigns and generate a higher return on investment.

<http://www.trendwatching.com>

Stay on top of consumer trends with free monthly briefings on buying patterns, emerging markets, and global changes. Comprehensive and market-specific reports available for purchase.

<http://www.postcom.org>

PostCom keeps you up-to-date on key

postal information. Access current pricing tables, pending legislation, and topics of interest that affect direct marketers.

<http://www.mikes-marketing-tools.com/free-marketing-tools.html>

Gain insight on your website's visibility and effectiveness by using this set of six free emarketing tools. Includes Keywords, Link Popularity Check, and Search Engine Ratings, which offers instant, online reports of website rankings in the eight top search engines.

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free stuff, and more!