



**INNOVATIVE PRINT AND
TECHNOLOGY SERVICES**



To get a digital copy of this book, our contact information, visit our website, and see our blog, scan the QR code above.

If you are not sure about how to scan the code see page 9 or ask one of our consultants for help.

800-377-8231
www.creelprinting.com

CREEL Printing's Service, Production, and Technical Support Plan:

- **Customer Service:** All accounts are assigned a dedicated Customer Service and support team, available 24 hours: 7 days a week.
- **Pre-Press:** CREEL offers multiple pre-press locations using State-Of-The-Art production tools, training and support to help improve efficiencies and reduce timelines.
- **Press:** Using the latest in Heatset web, Sheetfed, and Digital Printing, CREEL can provide unparalleled print quality and unique inline finishing options to support a wide variety of standard and custom printed media.
- **Bindery and Finishing:** Clients will benefit from the latest in High Speed binding and custom finishing lines including perfect binding, saddle stitching scoring, drilling, and numerous folding options.
- **Mailing/Distribution:** Accounts will be provided access to CREEL Printing's onsite USPS and instant mail verification process along with a full list of data services. Access to CREEL's extensive distribution and fulfillment network.

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History



Eugene and Sarah Creel

In the early 1950's, Eugene and Sarah Creel began what would become an incredible journey that has spanned generations. It started with a clear and concise vision of operating their small business in a way that put the needs of their customers first and delivering the highest level of quality and service possible. Becoming not only the mission for Creel Printing, but the cornerstone of how things would be for the next 60 years.

During the 1970s Allan Creel Sr. steadfastly proceeded with the plans and upheld the same philosophies his parents had begun. His loyalty and commitment to customers was unwavering. With a keen business approach and an eye toward the future and emerging technologies, Allan Creel Sr. and his wife Debbie Creel were committed to continued reinvestment in the company. And



CREEL Printing circa 1960



New CREEL Printing facility, 2005

that they did. Within 15 years, the company was positioned as a driving force in the printing industry.

As the business grew rapidly during the 1980s and 1990s the mission of a commitment to customers needs never wavered. Three generations later, the Creel name is known and respected industry wide for abiding by and maintaining its founding tradition of excellence for the customers whom it serves.

Today, Allan Creel Jr. has taken CREEL Printing to new heights. His ability to look beyond industry trends and set new ones has made him one of the most respected leaders in the printing industry. His commitment to “beyond” cutting edge technology has positioned the company as an innovator in the changing world of digital media.

Allan Creel Jr. takes a “hands on” approach and deals with customers daily

because he believes in finding better solutions for them. Just as his Father and Grandfather before him, Allan Creel Jr. is an unassuming “down to earth” visionary who will ultimately take CREEL into a new generation of success.

The history of CREEL Printing is unquestionably an American success story. Commitment, innovation, and a profound sense of loyalty to customers have made this success story possible.

CREEL

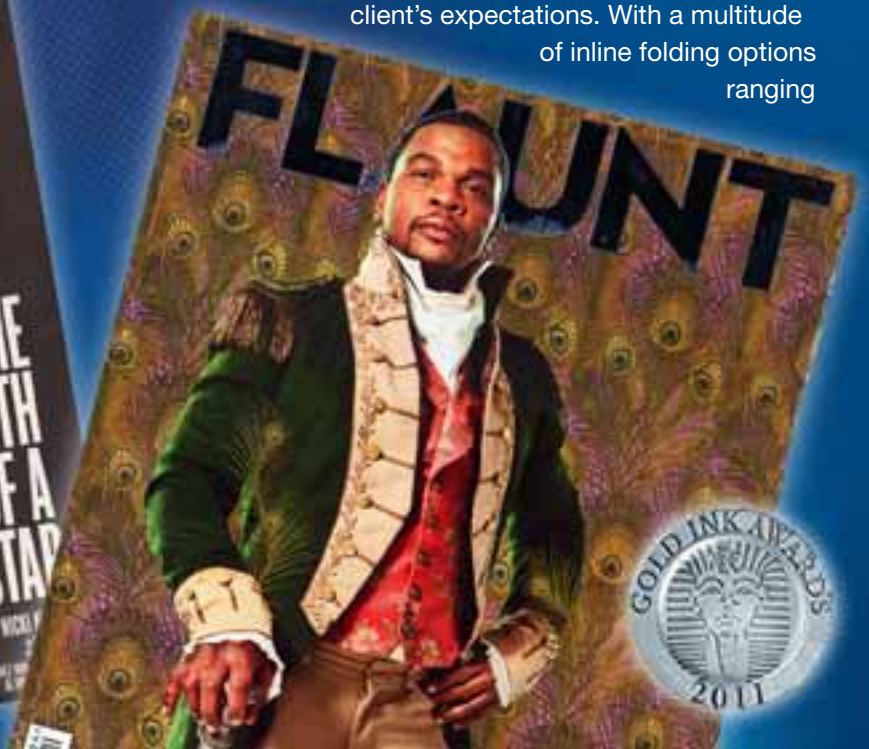
PRINTING

CREEL Printing is a full service facility with capabilities ranging from pre-media, printing, binding, mailing, distribution and fulfillment. Our facility operates 24 hours: 7 days a week and produces a wide variety of award winning printed media ranging from Direct Mail, Manuals, Catalogs, Publications, and Commercial products. CREEL Printing operates on three business principles that have been our foundation since 1953; Exceptional Service, Quality Printing, and Exceeding our client's expectations.

Customer Service – Accounts will be assigned a CREEL Customer Service Representative, or Representative team, as their primary contact for production and distribution information. The Customer Service Representative's responsibilities include providing daily scheduling, manufacturing, and distribution status updates from the receipt of electronic file submission through distribution.

Pre-Press – CREEL Printing utilizes the most advanced state-of-the-art prepress technology available in our industry; allowing our clients to streamline their production workflow, improve approval timelines, and remotely collaborate with multiple users, all from their web browser. Our services range from technical support, photo retouching, design, page processing, certified proofing, and computer-to-plate. CREEL also offers turn-key remote proofing solutions. These proofing solutions include a color management server, certified to SWOP or Gracol standards, and proofing devices designed to fit your production environment. With multiple locations; we are able to provide unparalleled service to accommodate your pre press and production needs. For your reference, please see the enclosed equipment list that highlights the wide range of pre media services that we offer.

Press – With the latest in Heatset web, Sheetfed and Digital print technology, along with a wide range of press and inline finishing, we are able to produce any type of offset printing required. CREEL Printing has been recognized as a national leader in print quality by the Web Offset Association and Gold Ink organization and continually strives to produce products that exceed our client's expectations. With a multitude of inline folding options ranging



from Digest, Quarter, Tab, Gate, Double Gate, Delta, Double Parallel, PCF, Booklet, Rack, Slim Jim, and Landscape, our press lines are designed to efficiently produce the highest quality projects at unparalleled press speeds.

Bindery/Finishing – To accommodate finishing requirements, CREEL Printing incorporates various high speed binding lines including SP1100 selective saddle stitching, Muller Martini saddle-Stitching, along with 18 pocket Kolbus Publica and 16 pocket Ratio Perfect binders. To compliment our high speed Binding lines, we have installed custom finishing options including Die scoring, Drilling, Tipping, Shrink Wrapping, and Folding.

Mailing/Distribution – We will perform all data services requested (NCOA, De-Duping, etc) Within 48hrs we will return the postage amount, list of any error records, list of any changes due to requested data services, and total counts for the client. For production, we will produce files for Domino Inkjetting (if in-line on binder) or labels through our Printronix Printers, if label on Poly are required. For all Polybag projects we will utilize our Buhrs3000 high-speed polybagger. In-line with this system we have a LabelAir labeling system which will apply mail labels on the outside of poly. CREEL Printing also has an on-site DMU (USPS office of entry). All mail is verified via Optional Procedure and placed on our nightly USPS truck by 6pm. For distribution through foreign and Canadian – we process and label the same as our domestic, with XPO foreign mail consolidators picking these up (3x week) to consolidate with other mail going to the same countries for the best postal rates. For all other full rate first class mail, we meter and tray for our USPS delivery to the local PO by 7pm nightly. CREEL Printing would review all multi-ships for the best rate including FedEx Ground service vs. USPS, and suggest these changes were applicable.





Innovative Technology

CREEL Mobile



1

Download and install your favorite QR code reader

2

Launch the application and scan the QR Code

3

Your phone reads the QR code and automatically loads interactive content.

The CREELMobile 2D barcoding platform, allowing publishers and advertisers a way to reach individual users by utilizing the latest in mobile web browser and android technologies. The 2D action codes push digital content to handsets at the moment the scan is activated. This innovative technology allows print media to be interactive with the user and provides advertisers and publishers data for future marketing capabilities. Please see the CREELMobile PowerPoint presentation attached and the service fees below.

CREEL Digital Edition

- An online, digital reproduction of your printed publication with enhanced links and dynamic advertising opportunities.
- Provides new opportunities for marketing publications to new readers and advertisers.
- High quality full service production & hosting at special valued client rates.
- No software or plug-in install required by online readers.
- Complete startup resources to assist publishers in optimizing revenue and growth, including online tracking statistics.

CiPS-CREEL Interactive Publishing Solution

CiPS

- Secure Internet Based File Submission and Approval allows you to submit and view your Print Projects using any web browser application by directly connecting to our print production system.
- Provides Flight Check reports for pass/fail using integrated notification system.
- Group policies allowing multi-user access, submission, approval and notification.
- View the project in a flat-plan, dual, or single page format.
- View the history of each project.
- Provide a Digital Sign Off (Signature)

CREEL UPLOADMYAD AND CIPS DEMO SITES:

UPLOAD MY AD [HTTP://CREEL.UPLOADMYAD.COM](http://creel.uploadmyad.com)

| **USER NAME: CREELAD** | **PASSWORD: AdSEND!**

CiPS [HTTP://CIPS.CREELPRINT.COM](http://cips.creelprint.com)

| **USER NAME: CREEL** | **PASSWORD: CREEL**

Digital Rights Management - DRM

CREEL Printing also offers Digital Rights Management services to our clients. This service will deliver content to a multitude of e-reader devices including the SONY Reader daily, SONY Pocket, SONY Digital Book, Kindle, Nook, and iPad.

Digital Variable Printing:

Xerox iGen4:

- Short-run, on demand printing of books, high-end collateral, photo specialty products, brochures, flyers, postcards, newsletters, catalogs, manuals, point of purchase materials, and sell sheets
- Variable data pieces
- Cross-media campaigns
- Wide array of paper stocks including coated, uncoated, textured, smooth, and specialty; and the largest cut-sheet size of any digital color press (14.33" x 22.5")

DocuTech HighLight Color:

- Expand your opportunities for transactional and publishing applications
- 16 to 110 lb (60 to 200 gsm) cut-sheet paper weights
- Specialty: labels, tabs, carbonless, perforated safety, pre-printed offset forms, and other stocks
- Black plus blue, royal blue, cyan, red, cardinal red, green, magenta, and yellow



Customer Support

CREEL is proud of its capabilities, but even more proud to be a truly customer service-oriented operation. We not only handle the printing needs of a city that does business around the clock, but 75 percent of our business is from out-of-state. To meet these needs, we employ a service representative for each customer, with someone on call 24/7.

Our employees are dedicated to monitoring the status and offering updates on every project at every step of the way. From our prepress and pressroom staff to our drivers, every member of the team is completely dedicated to delivering quality work and customer service.

Industries Served:

- Advertising
- Auto Parts
- Casinos
- Catalogs
- Conventions
- Cruise Lines
- Direct Mail
- Food & Beverage
- Government Agencies
- Hotels
- Industrial
- Interior Décor
- Medical
- Publications
- Magazines
- Newspapers
- Real Estate
- Travel & Tourism

Pre-press

Storage and Networking

- Twelve Terabytes of Online Storage
- Fiber Optic Gigabit Networking
- AIT 3 Tape Drive Archive and Backup

CTP (Computer to Plate)

- Twelve–Dual 3.2 Xenon Processor RIPs
- Eighteen–Macintosh G5 Workstations
- Two–Windows Workstations
- Five–Fuji Luxel V9600 Plate Setters.

Data Transfer

- Fiber optic DS3 45mbps internet/FTP/Remote Proofing
- Password and account protection

Proofing

- Six–HP 1050 Digital Blueline devices
- Eight–Epson 9800 Color Proofing devices
- Two–Fuji Final Proof Halftone Dot Proofing Devices 21" x 27"

CIPS-CREEL Interactive Publishing Solution

- Secure Internet Based File Submission and Approval allows you to submit and view your Print Projects using any web browser application by directly connecting to our print production system.

- Provides Flight Check reports for pass/fail using integrated notification system.
- Uploadmyad.com, custom ad portal creation.
- Group policies allowing multi-user access, submission, approval and notification.
- View the project in a flat-plan, dual, or single page format.
- View the history of each project.
- Provide a Digital Sign Off (Signature)

Press Room

Web Offset

■ Two–Goss M-2000 Sunday Presses

- Units: 8 Units
- Cut-off: 22.25 inches
- Max Roll: 38 inches
- Pinless Combination Folder with Delta Fold (55,000 CPH)
- Pinless Double Former Folder with Balloon Former, VITS Sheeter

- Other: Gapless Blanket Cylinders, Closed Loop Color Control, Semi Automatic Plate Changing, 40 Foot Dryers & 6 Roll Chill Stand

■ Two–Hantscho Mark 16 Heat Set Web

- Units: One 5 Units & One 8 units (Full Size Web)
- Cut-Off: 22.75 inches
- Max Roll: 36 inches
- Other: Single or Double Web Combination Folder Sheeter

■ One–Goss Magnum 4 Open Web (Cold Set)

- Units: 32 Units, 8- 4 high Arrangement With Two NC 40 Folders
- Cut-Off: 22 inches
- Max Roll Size: 34.5 inches
- Other: 8 Web Capacity, Combination Folder Broadsheet, Tabloid, Quarter fold.

Sheetfed

■ One–Komori Lithrone L-640

- Colors: 6-Colors
- Max Sheet Size: 28" x 40" Semi-Auto Plate Changer Aqueous Coater & I.R. Drier Extended Delivery, CIP 4 Compatible, Auto Pre-setting

■ Miehle 40-inch Sheetfed Press

- Colors: 2-Colors
- Max Sheet Size: 28" x 40"

■ Two–UV Coaters

- Sheet Size: 28" x 40" Screen/Flood/Spot



Bindery

Stitching

- One-Goss "SP1100" Saddle-Stitcher
12 pockets + cover feeder + card feeder
2-card blow-in feeder
Inside / Outside Inkjet & Paper Label
Inline Arpac shrink-wrapping system
- Two-Muller Martini "Prima" Saddle-Stitchers
1-13 pocket + cover feeder
1-6 pocket + cover feeder
Inline inkjet (outside only)
2-card blow-in feeder
4th & 5th knives
Calendar punch
- One-Muller Martini "335" Saddle-Stitcher
10 pocket + cover feeder
2-card blow-in feeder
4th & 5th knives
- One-Muller Martini "235" Saddle-Stitcher 7 pockets

Perfect Binding

- One-Kolbus Ratio Binder
16 pockets + hand feed station
Splitting Saw & P.U.R. capabilities
- One-Kolbus Publica Binder
18 pockets + hand feed station
3-card blow-in feeder & P.U.R. capabilities
Inline Inkjet & Paper Label (outside only)
Inline Arpac shrink-wrapping system

Folders

- Four-Stahl Folders (4/4/4)
With gate-fold attachments
- One-MBO B-26S Perfection Folder (6/4/4)
Split Guide / Knife Folder / Gate-fold Attachment
- Two-MBO B-26C Folder (4/4/4)

Miscellaneous Bindery Equipment

- Two-54" Programmable Paper Cutters
- Two-45" Programmable Paper Cutters
- One-42" Rollem TR Die Scoring Machine
- One-Nygren Daly 5-head Paper Drill
- One-Corta 5-head Paper Drill
- One-Lawson 7-head Automatic Paper Drill
- Two-Robatech Fugitive Gluing systems
- One-Collmatic Fugitive Tipping Machine
- One MachTronic Model 821 S Tipping Machine with magna-stripping
- One-Hi-Tech Semi-Automatic Shrink Wrapping System

Mailing & Fulfillment

Meter - Hassler 320

on-site usps

Secap Jet 1 inkjet system

- 6" print area with spot color
- Duel dryer system for printing on aqueous coating
- Graphics capabilities

Two-Inkjet - VideoJet -

Model 4000 Buhrs Polybag

- 1 insert and 1 on-sert capabilities
- 1.5mil - 2.5mil poly
- Colored poly
- Application of addressed PS label on Poly

Three-Cheshire label Tabber

- 2 tabbers available (Secap Jet 1 tabber)
- In-line with inkjet or Cheshire
- Stamps, one-tab, two tab
- Applies stamps, tabs, scratch-off tabs

Two-Insert - Bell & Howell 4 station

- Up to 6x9 envelope
- Not set-up for Match

Buhrs BB300 Flat inserting

System with Lake Image

Duel Camera Match

- (4) Rotary Feeders
- (2) Shuttle Feeders (up to .4" thick product)
- (1) Envelope autoloader:
Sizes from #10 envelope up to 9x12 Flat envelope
Speeds 8m-10m/hour
- (2) Lake Image Camera Match
Stops equipment when scan does not match Scans OCR, Text, 2D barcode, or standard barcode
- GBR-420 Feeder-folder - up to 8.5 x14" Letter fold unit

New Press Finishing Equipment for the Goss M2000:

- Gammerler Inline Rotary Trimming

Handwork Area

- Insert
- Poly by hand
- Pack and ship
- Belly band / insert / Label
- International Mail Consolidation and services

Full Data Processing Services

- CASS Certified Sortation
- NCOA
- De-Dupe
- Destination Entry Sortation
- Planet Coding



DIGITAL LIZARD



We asked our clients what they wanted to help them build their businesses and they all said the same thing. “We want excellent quality at a great price and we want it fast”. Well, that was easy to give them because that is what we already do. Our 10 presses, climate controlled facility and exceptional staff allow us to offer you exactly what you need to run a successful business.

- High Quality from our HP Indigo presses and our climate-controlled facility
- We're Fast, order by 1:30pm Eastern and it will be shipped the same day.
- Same-day service is our business. Compare our same-day pricing to our competitors and you will immediately see the difference!
- Options, we have over 30 papers for you to choose what you want.



DIGITAL PRINT SOLUTIONS SCALED TO FIT YOUR NEEDS

8 Minutes

From the time you submit your order online, your job can be on one of our full color digital presses within 8 minutes.*

Quality

Our high-quality, climate-controlled, HP Indigo® Print Facility will ensure the best prints; every time.

Click, Print, Ship

With our Print-On-Demand services, all of your printed materials can be ordered online.

Upload Your Own!

Got files? We want them. Upload your creative files/artwork and let us do the rest.

Save Money & The Planet

Our Digital Presses don't just give you the best quality, but will save you money by producing less waste.

* All orders placed by 10:30 a.m. Pacific that are under 1,000 pieces and printed on a digital press.



Certified SONY Green Partner



CREEL Preferred Partnerships

SONY

★ macy's

Remington.

BCBG

Callaway
GOLF
✓

Titleist

Bushnell

ONLY
Vegas
visit.lovegas.com

Panasonic

Ralphs

Smart & Final

Marie Callender's
Restaurant & Bakery



Awards & Certifications



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P R I N T I N G

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