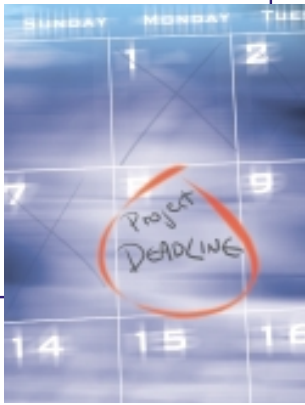




www.royalimpressions.com





READY TO OVERCOME Your Sales, Marketing and Budgeting Challenges?

Imagine: You're daydreaming at the Monday morning budget meeting and suddenly become focused when you hear: "We're cutting marketing's budget by 20% and each campaign this year must demonstrate a measurable ROI."

Imagine: It's Monday afternoon, and you've just spent your morning finalizing details for Wednesday's conference. You've got your banner, brochures, sales kits...the works. Then you get an email from Legal saying they've changed the disclaimer at the bottom of most of your materials.

Imagine...

Making one call when you're under pressing deadlines or when you need to produce more results with fewer resources, and knowing everything's under control. Knowing your project will be completed on time and completed correctly. And knowing that you have someone to count on who will help you grow your business even during lean times.

You don't have to imagine. Instead, call Royal Impressions.

We make it our business to help customer-savvy organizations like yours leverage the power of digital printing, and other communication technologies to develop, manage and measure the results of your marketing initiatives. Maybe you're developing an ongoing customer focused marketing program, integrated across print, email and the Web. Or maybe you only need to deliver your message across one channel of the marketing mix...

Accomplish More, With Less

We invite you to read through our brochure and let your creativity take charge. Perhaps you have an idea and you're wondering if it's possible with today's technology and within your budget. Or maybe you need to spark your imagination, and see new ways to create cost-effective solutions to your marketing challenges and budget restraints.

Either way, we think you'll find that Royal Impressions has the technology and expertise to help you maximize your resources and to increase the return on the dollars you're going to invest.





GET INDIVIDUAL ATTENTION and Enterprise Level Technology

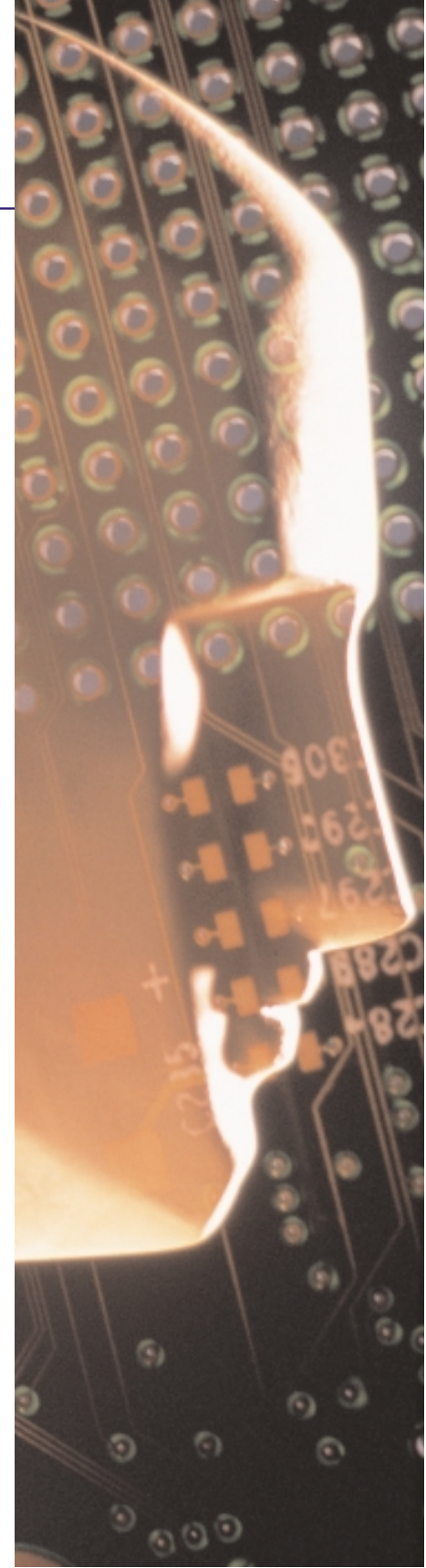
When you're working on developing, implementing, managing and measuring the results of your marketing programs, chances are good that you'd prefer a one-source firm to partner with and see you through each campaign, from start to finish. And a firm that produces on time, and on budget, every time.

That's where Royal Impressions really shines. When you're ready to send well-designed materials for your marketing and sales efforts, simply contact your account manager, who already knows all about your business. *Have a question about an upcoming campaign?* Give us a call. We're here. We're personal. And we make it our goal to get to know your business, so we can help you meet your objectives, all year long, and with your ROI always in mind.

Our Experience and Technology Give You Results

Royal Impressions excels at delivering high-end offset projects and developing advanced digital printing solutions. In fact, our strong technology background is our competitive advantage. We'll concern ourselves with understanding your business because we're business people. We're technology people. We're marketers. And we'll help you leverage the latest content publishing technologies to help you grow your business and enhance your identity.

If you have any questions about our services, visit our website to learn more. If you don't find the answers you're looking for, give us a call or email us at info@royalimpressions.com. You'll find that we're very responsive, and we're always happy to listen to your comments and concerns, or to answer your questions.





MAKE AN IMPACT ...because Perception is Reality

What are your upcoming marketing goals?

- Are you ready for new brochures that sell your prospects on your latest products and services?
- Do you need to make a strong impression on clients or prospects with your next sales presentation?

- Want to start a print or email newsletter for your customers?
- Need to revamp your website or start a new one from scratch?
- Thinking about redesigning or developing a new logo?

If you want to make the most of your efforts—and make an impact—let our award-winning designers put their talent to work for you. Have ideas of your own? Our designers will bring them to life consistently across the marketing mix, including print, email and the Web. If you're not sure what you want, we'll come up with our own creative concepts that will help you reach your goals. In either case, we'll manage your project cost-effectively from conception through production/fulfillment.

We use the latest technology to create and design marketing and sales communications that bring you results. Our designers are highly skilled in both MAC and PC versions of current graphic and page layout programs and they keep up-to-date on new printing technologies, issues and products so we're always ready to polish or tweak your designs or image when you are.

Let Our Award-Winning Designers Help You Create:

- A corporate identity that speaks volumes about your company with only a glance
- Direct mail packages designed to bring you more sales
- Presentations that impress
- Trade reports that highlight your expertise
- In-store or trade show displays that garner attention
- And much more.

We invite you to visit our website, www.royalimpressions.com, to get a first hand look at our talented designers' creations. Or give us a call to talk about your marketing goals. Royal Impressions knows how to help you make an impact with design in a cost-efficient and results-driven way.





CREATE, MANAGE, UPDATE

and Order Collateral Online

We call it **MCOM**®, for Marketing Collateral Order Management, but sales and marketing professionals call it *amazing*.

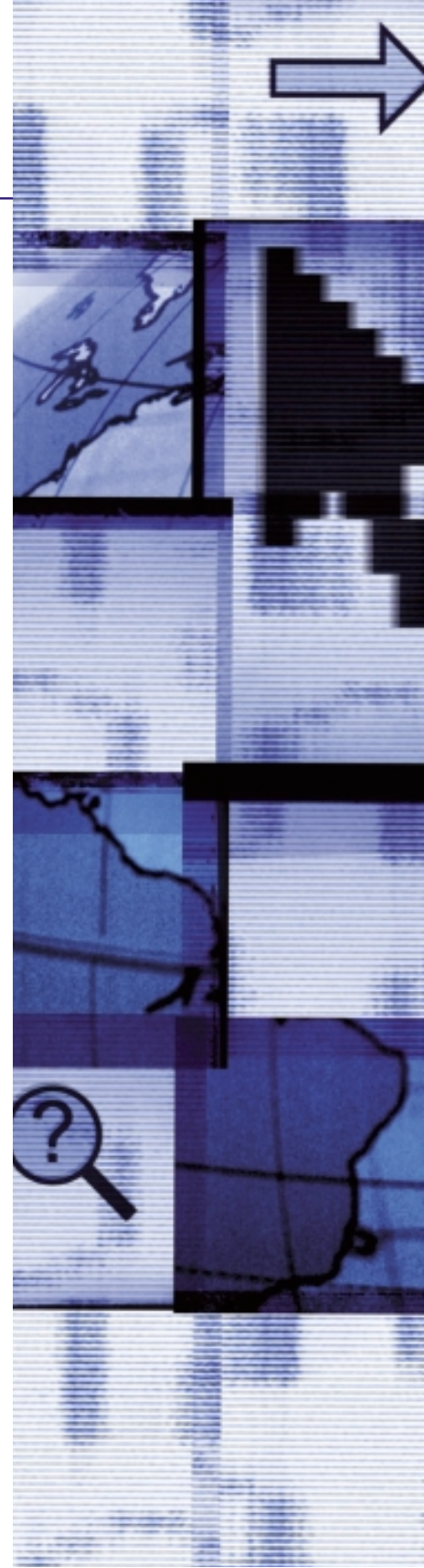
No matter where you are or what time of day or night you're working, MCOM® lets you login to your secured account to create, manage, update and order your collateral online.

Create your own online catalog of both static and customized materials, automate an approval procedure for regulated or sensitive documents and maintain full administrative control, including strong reporting functionality.

Our Web-based MCOM® System

MCOM® gives you the ability to quickly and easily leverage our advanced digital print and Web technology to:

- Custom-tailor and personalize your sales and marketing messages, for one customer, or thousands
- Control order management for all your materials
- Manage your projects with online job tracking, status and reporting features
- Store your content and documents digitally and make last second changes quickly to give your audience the most up-to-date information they need
- Speed the production and fulfillment cycle using digital workflows that move your documents from here to there with minimal effort.





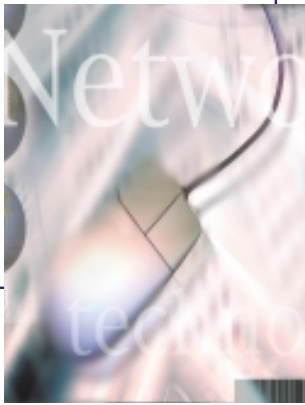
ENVISION YOUR WORKDAY with MCOM®

- Your sales rep needs a personalized and customized proposal right away. Simply login to your online MCOM® account (or setup the system with access and quantity authorizations for your users), select from pre-approved layouts, images and copy and place the order for immediate print and delivery.
- A potential client speaking to your call center representative asks for detailed information on three of your services. Your rep simply accesses your online MCOM® account, selects the appropriate proposal and product templates, enters your potential client's personal information and orders the high-quality, personalized copy of your sales package to be printed and delivered.
- You need copies of your company's capabilities brochure for your next sales conference. As you login and select the appropriate document, you realize that your newest product hasn't yet been included. Simply enter the up-to-date product details and order the exact quantity you need for prompt delivery.

Marketing Collateral Order Management Made Easy

If you're ready to move beyond "one-size-fits-all" marketing, and to consolidate and ease your collateral management, visit our website or contact us to learn more about MCOM®. It brings the best of digital printing together with the best of content technologies to let you deliver high-quality and up-to-date personalized documents to your customers, partners and prospects.





MARKET TO YOUR CUSTOMERS

One at a Time

Who are your best customers? What are their individual buying preferences? What do your customers need help with at this point in the customer lifecycle? What issues and problems will they need your help with tomorrow? In other words, how can you be relevant to each of your customers' needs?

Customer Focused Marketing Initiatives Allow You To:

- Cross sell and up sell products more effectively
- Close deals more quickly
- Provide personalized customer service
- Increase customer retention
- Extend the lifetime value of customers

By leveraging Royal Impressions' CRM marketing strategies and technological capabilities, you can market to your customers individually and consistently, across multiple channels including print, email and the Web.

Are you thinking about using customized and personalized direct marketing to generate new leads and maintain or extend customer relationships? Or maybe you need customized marketing collateral or welcome and membership kits or other sales and marketing literature that will move your customers quickly through the sales process?

Customer Focused, Relevant Marketing Increases Your ROI

No matter what you're hoping to achieve, whether it's an immediate increase in sales, or the establishment of loyalty programs that build stronger customer relationships, Royal Impressions brings you complete end-to-end solutions. By end-to-end, we mean that we can help you develop your strategy and carry the project through production, into mailing and fulfillment, and then track responses and measure the ROI.

We've been quietly showing industry leading companies how to combine technology with CRM marketing initiatives to not only meet, but exceed, their marketing and sales goals. And, how to do so with fewer resources.

To learn more about our customer focused marketing programs, visit our website. And if you have questions, please give us a call or email us at info@royalimpressions.com. You'll find that we're knowledgeable, responsive and helpful and that we look forward to helping your business grow—one customer at a time.





MAXIMIZE YOUR BUDGET

with On-Demand Digital Printing

When you're considering your next print project, consider the "hidden costs" you'll face by using traditional offset printing.

So, before you divide your cost by the quantity to arrive at your "price per piece" figure, think about these questions...

- How much money is wasted when your documents become outdated and you must throw away these now-obsolete materials?
- How long does it take to replace obsolete print materials—from design through production—and does the extra time involved cause you to lose opportunities when response time is a marketplace issue?
- How much do you pay to manage, pick, pack and ship your documents?
- How much do you spend to warehouse your mass-produced print materials?

Only after you've answered those questions will you discover the **true cost** of offset printing. Offset does have its place for high volume runs, or for timeless, "image" pieces like your corporate history or for pieces that are absolutely color-critical, such as some industry-specific product literature.

Versatile, High-Quality and Cost Effective Digital Printing

Digital printing doesn't mean your documents are of a lesser quality than offset printed materials either. Royal Impressions keeps up with the latest technology, so you can get high quality, offset-like documents on demand—as many as you need, and right when you need them.

We've been intimately involved in the digital printing industry since its inception and we're pioneers when it comes to perfecting the latest techniques. Through partnerships with industry leaders, we test, and then invest in, the most advanced digital printing technologies available. In fact, this brochure has been printed using digital technology.

We invite you to visit our website to learn more about our digital printing services, and how you can leverage what's become **our** competitive advantage for **your** organization. You'll not only reduce costs dramatically, but by incorporating personalization and customization strategies with digital printing, you'll increase your revenues and stretch each marketing dollar further than ever before.





OFFSET Lithography

As digital printing evolves, it brings your finished print products ever closer to the fine craftsmanship and beautiful artistry possible with offset lithography. Until digital production technology reaches that level, we recommend offset printing for large print runs or for masterful pieces that will please even the most discerning eye or for pieces where colors need to be reproduced precisely.

Royal Impressions has the experience you need and we pay meticulous attention to detail, ensuring that your materials are produced accurately, cost-effectively and on time. And if you'd like, choose from a variety of binding and finishing techniques, such as saddle stitching, perfect binding, wire-o binding, aqueous coating or film laminations to polish your materials even further.

Use Offset Production to:

- Add metallic foils to your sales presentation and marketing materials
- Produce a precision color, high quality product brochure
- Add flair to your corporate brochure with die-cuts or embossing

The offset experts at Royal Impressions bring you a perfect blend of personal attention and technology perfection. Contact us today to talk about your next offset project or visit our website to learn more about our offset capabilities and your finishing and binding choices.

Ready to Overcome Your Sales, Marketing and Budgeting Challenges?

We invite you to get in touch with us at Royal Impressions today. No matter what stage of the process you're in: preparing for next quarter's or next year's campaigns, in the middle of programs that aren't producing as you had hoped or if you're just looking for new ways to maximize your shrinking sales and marketing budgets in ways that get results, we'll help you sort out your options, bounce around ideas with you and make plans designed to exceed your expectations.

When you're ready, simply give us a call or email us at info@royalimpressions.com. We'd love to hear from you, because we're passionate about helping you use technology, design, print and the Web to help your business grow.

