



 **Tray**
EVERYTHING FOR YOUR BRAND





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Meet
Tray



About Tray

Tray Inc. is a print and electronic communications company. Representing a wide array of print equipment and service options, we have the skill and flexibility to help you communicate your brand in the most attractive, efficient way possible. From printed materials and promotional items, to electronic communications and social media marketing, Tray covers all of your brand communications needs.

Tray Business Systems was founded in 1970 by Hal Tray, with a vision to provide impeccable service and quality products at a competitive price.

These core values remain the foundation of our company today. Today we're an employee-owned company, and we continue to value our clients as partners in our future growth. Our client base has grown tremendously over the past four decades, and we have always remained true to the simple credo of taking care of them. This is evident as we continue to service clients who were the core of the business when Tray was founded over 40 years ago.

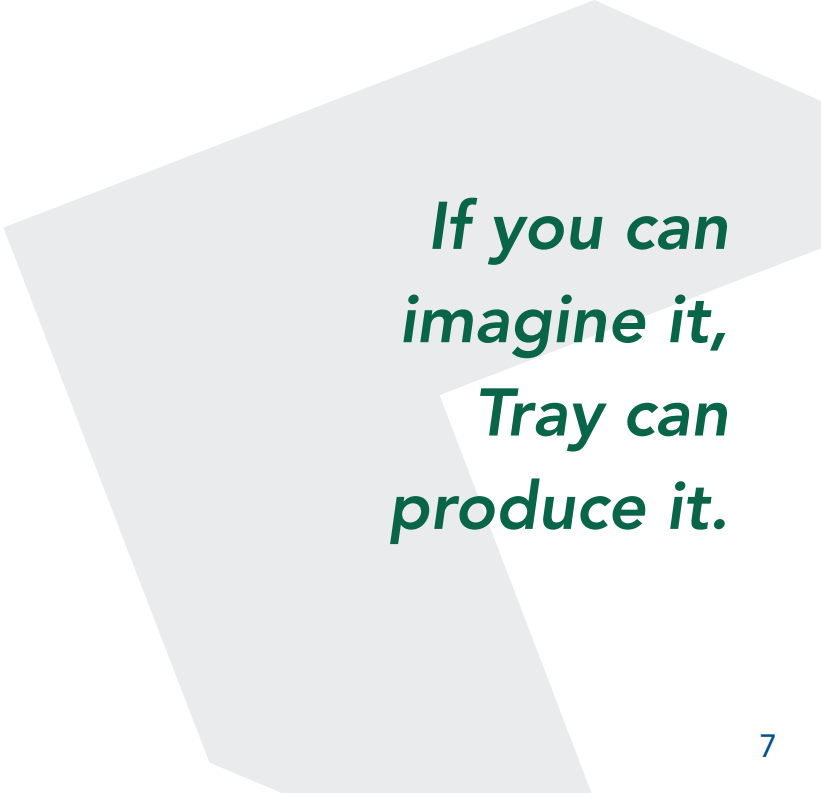
What **We Do**

We take pride in our ownership, we take pride in our valued clients, and we take pride in our work and who we have become.

Marketing dollars are hard to come by. At Tray, we help you get the most from your marketing spend. When your brand communications calls for print, digital, online or social media marketing, Tray offers a robust array of platforms and capabilities to get the job done.

Printing still plays a key role in brand marketing, and it is one of our core competencies. Our printing solutions are client driven, not equipment driven. This is an important distinction, because we can tailor the equipment to the project, not the other way around.

But we're not just about selling "product," we offer services too. We can help you manage mailing lists, design a point of purchase display, or implement a web-based ordering system. We're problem solvers. We'll look at a project and suggest the best way to produce it and deliver the highest quality output with your budget and time frame in mind. That's Tray.



***If you can
imagine it,
Tray can
produce it.***

*We are proud
to be part of
your success.*

Our Team

Everything working in harmony is a beautiful thing. But a team working in harmony when things get challenging is the mark of an extraordinary team. That's Tray.

Sure, everything looks easy when things are going smoothly. Behind the scenes on every job is a team of Tray professionals managing the details and the quality of your project. But blips can and will occur in this business, and we've seen them all. Supply chains not delivering. Delays in copy or artwork submissions. Sign offs in gridlock. And still, the deadline doesn't change. Our highly skilled staff has decades of experience in handling your most challenging projects. We pull rabbits out of hats daily, because that's what a good partner should do.

Contrary to industry norms, our clients are not passed off to a customer service representative. You'll be assigned an experienced Account Manager with an average of over 14 years with Tray, who becomes your key point of contact. They're backed up by an equally talented customer service representative, and together they take a personal stake in your success. When you choose Tray, you'll come to understand that we have your back every step of the way.

At Tray we are proud of our products, services, and technology. But nothing matches the pride we have in our staff. Back in 1970 we learned that we're really in the business of building relationships, and for that reason we put a premium on hiring the most qualified individuals to join our team. Each individual on our staff is committed to providing excellent customer service and producing high-quality products and marketing services.





Our Clients

Tray specializes in helping businesses of all sizes. We have worked with businesses just getting started, to some of the world's leading companies and national brands. With our experience in serving clients from a variety of industries, we can use expertise gained in one industry to solve problems for your company.

In general, any organization with a need to deliver their marketing message in print or electronically, in B2B or B2C environments, can take advantage of all Tray has to offer.

Experience the Tray's Technology Advantage: In today's fast-paced environment, it's essential that your business partners stay ahead of the technology curve. We make it our job to stay up-to-date on the technologies that will help you meet your objectives, so you can focus on the business at hand. In fact, some of our clients have won awards for the turnkey programs we have developed for them. Ask us about them!

We are proud to serve some of the leading brands in the world.



Markets We Serve

MAJOR BRANDS

Your brand is everything, and you need to communicate it in the most attractive, efficient way possible. You want to stand out from the clutter of lookalike products and me-too techniques. That's where Tray comes in. We bring you an infinite amount of choices, and help you choose the one that's right for your brand and your audience. From printed materials and promotional items, to in store signage and displays, to electronic communications, Tray covers all of your brand communications needs.

We stay on top of the latest technologies and techniques to create in-person and on-line brand experiences that will make you stand out. Then we make sure you have consistency across all mediums and distribution channels. Choose Tray, where your brand is in good hands.

NON - PROFITS

Associations, charities and member organizations have unique needs, and nobody understands them better than Tray. Amid budget cuts, reduced donations and declines in memberships, we have developed a unique understanding of your challenges and have created solutions to address them.

We will show you ways to stretch your marketing spend, while communicating attractively and effectively to your constituents. From membership renewals and acquisition campaigns, to your convention premiums and marketing materials, you can count on Tray to help you spread your message and advance your mission.

UNIVERSITIES

Universities are facing heated competition to attract students and secure enrollments. Savvy Admissions departments are using targeted campaigns, personalized brochures and cross media promotions to improve applications to admissions ratios. Tray has decades of experience working with colleges of all sizes, and has developed attractive, highly targeted campaigns which speak to each individual student with relevant messages.

We'll also show you how direct mail, social media, and Personalized URLs will increase donations and improve participation in alumni events. Our promotional products give you endless possibilities to reward loyalty, promote your team, and create fresh revenue streams for your sports department and alumni association.

DIRECT MARKETING

Any company with a need to deliver their marketing message in print or electronically, in B2B or B2C environments, can take advantage of all Tray has to offer. We offer the latest techniques to maintain customer dialog and drive results: direct mail, email, online or social media marketing or all of them for a fully integrated marketing campaign. Tray offers a robust array of platforms and capabilities to handle any direct marketing program you can envision.

We finish it with a number of turnkey lettershop and fulfillment solutions, where we can offer the exact capabilities to fit your program. From creative design to delivery, Tray has the expertise and unlimited resources to get the job done.

PRINT

The background consists of several overlapping, semi-transparent blue geometric shapes, primarily triangles and quadrilaterals, creating a layered, architectural effect. The colors range from a deep navy blue to a lighter, medium blue.

Commercial **Printing**



Web & Sheetfed Printing

Tray web printing includes medium to long-run, half web and full web capabilities ideal for producing highend annual reports, catalogs, publications, magazine inserts and direct mail. At Tray, you don't need to settle for undersized publications. We can run stochastic full-size 8.5 x 11 publications on a heatset web press, without under trimming.

From a single color to 10 colors, Tray provides sheet-fed printing on 28", 40" and even 78" presses. To complement the sheet-fed printing process, we can UV coat, laminate, emboss, die cut, stitch, bind and custom finish.

Digital **Printing**

The functionality of digital printing enables you to produce everything from personalized documents to short run custom marketing materials – quickly, easily and economically. It is the engine behind Print On Demand (POD), and highly personalized marketing campaigns.

PRINT - ON - DEMAND

Attention Brand Police, this is for you! Print-on-demand (POD) gives you the ability to produce digitally printed and customized, branded communication materials quickly. With POD, anyone can order and output brand identity components (letterhead, business cards, etc.) marketing collateral, publications, benefit statements, direct mail– anything that is a short run and needs to be customized.

It starts with a web-based storefront, an “on-line tool kit” for your company that Tray designs according to your specifications. You choose the level of customization you’re willing to allow **and** all of the graphics. You control it, your users order from it, and you end up with less inventory obsolescence and better control of your print spend.

What’s not to like?

***With Tray,
the possibilities
are endless.***

Take
advantage of
the growing
demand for
membership,
loyalty &
gift cards.

Forms, Cards & Labels

Since 1970, we have been experts in business form and label design and print. We've never seen an application we can't produce! You can count on us for: laser-cut sheets, checks, snapout and edge-glued forms, continuous forms, pressure seal self-mailers, holograms, OCR scannable forms and label/form combinations. Our line of stock and custom labels and decals includes bumper stickers, window decals, piggyback and thermal labels. You can count on Tray to find the solution that best fits your needs.

Grow membership, build customer loyalty and encourage gift purchases with plastic and Teslin cards. Many of our clients have achieved measurable marketing results through the use of membership, loyalty and gift cards. From Teslin to PVC with embossing, thermal imaging, barcoding and mag stripes, we can ensure you have the product that fits your needs. Don't miss out on this growing market!

Large Format Printing

Say it **LARGE** to get **BIG** results.

Vehicle wraps. Retail walls. Point of sale displays. Signage. These are tall orders, indeed. And when you need them, you can count on Tray to provide outstanding large format printing options. Whether it's signage for in-store promotions, or banners for trade shows, Tray is here to support your brand in a BIG WAY.

With thousands of large format projects under our belt, we'll step you through planning, design, production and installation, so your project is done the right way and to your satisfaction. We'll also help you with signage and display options, matching the right hardware to your sign dimensions and lighting requirements.





The background consists of several overlapping, semi-transparent blue geometric shapes, primarily triangles and polygons, creating a layered, architectural effect. The colors range from a deep navy blue to a lighter, medium blue. The shapes are arranged in a way that suggests depth and movement, with some shapes appearing to recede into the background while others come forward.

Promotional **Products**



Promotional Products

Want to enhance your company's brand and build your client base? Promotional Products are the perfect ticket for trade shows, conventions, and product launches. Or use them to say "thank you for your business." Let your imagination run wild with over 850,000 products to choose from in our convenient online ordering site. And for your own employees, we'll set up an online Company Store where they can order your branded products for their personal use.

Sports teams, colleges, Greek and alumni associations use promotional products to create new revenue streams from fans who want to show their team and school spirit. Tray will even set up an eCommerce site to handle online ordering and shipping.

Non-profits and associations offer promotional items as incentives to donate to your cause or renew memberships. Coupled with our Mailshop and TrueShip fulfillment services, you'll have a turnkey program that covers all aspects of your campaign: the Ask, the Response, the personalized Acknowledgment and Recognition with a back end premium.

We'll make it easy.

Our graphics design team will take care of any artwork and layout of your logo, etc. Our web team will set up an eCommerce site if your program calls for easy web-based ordering. From design to delivery, we'll help you promote your brand attractively and efficiently.



Show off your brand!



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Mail &
Fulfillment



Mail & Lettershop

With the advent of digital printing and variable data print come advancements in the world of mail and lettershop applications. Employing the latest technologies, we can literally create a personalized communication for every name in your database!

And because data is an important component of all mail pieces, Tray provides the services to manage your data to keep it performing at its best. From list acquisition, to list segmentation and augmentation, our mailing experts examine every option available to deliver the best results for your campaign.

Finally, we make sure you're taking advantage of all possible postal discounts and logistics options, to deliver your piece into the hands of your recipients as accurately and economically as possible.

Fulfillment & Inventory **Management**

The campaign has launched, response rates are climbing, and you're generating new orders. Congratulations! It's good to know that Tray staff will put our expertise to work in advance of the campaign, to make sure all of the pieces are in place to handle the orders and satisfy your customers.

From on-line ordering and processing, to pick-pack assemble-ship, Tray will tailor a fulfillment solution to work exactly the way you want it to work. We'll also provide customized inventory reports and invoices designed the way you like to read them. We'll even help you improve your internal processes, so your business runs smoothly and is poised to grow.





Web to Print Solutions



Web to Print Solutions

At Tray, we develop sophisticated web-based marketing portals...Engineered to Order. The systems provide marketers and their channels with streamlined tools to easily customize and order a full gamut of marketing materials, with brand integrity maintained throughout. Designed to meet your needs, these systems are powerful in their capabilities, yet intuitive for users. No stress, no waste, quick turnaround, and highly cost effective. Branded templates, content management, costcontrol, co-op management, and comprehensive reporting are our primary deliverables. At Tray, we don't create your brand, we help you deliver it—consistently and seamlessly, wherever it needs to be.

Not all marketing is on paper!

Digital Publication

You made it through another publication deadline! Soon your magazine or catalog will be rolling off the presses and will hit mailboxes across the country. But how do you capture audiences who prefer to read on-line?

Tray offers the rich media platform, "Z-MAG," used by some of the world's best brands. It's easy to implement, and engaging for the user. If digital content is in your marketing strategy, turn to Tray for the solutions.





Graphic Design

Many of our clients choose to outsource their design and graphics for some or all of their projects. With Tray Graphics, you can rely on our experience and knowledge to give you the competitive edge necessary to become the leader in your marketplace.

Design for print: Tray's designers have years of experience in not only graphic design, but also in printing high quality marketing materials. Our designers know what looks good on screen, and more importantly, what looks good on press. Our printing experience brings the value added benefit of knowing the most cost effective way to design, as well as produce your materials. At Tray, throughout your creative process, the design will be reviewed by print professionals who are conscious of important concerns such as press requirements and postal regulations.

Design for electronic delivery: Many marketing programs call for a digital deliverable as well as print. Whether you have a landing page, electronic catalog or social media component to your campaign, we know how to design for an engaging user experience.

Web Services

We've harnessed the power of technology to increase your organization's productivity as we manage your projects and develop solutions for your printing and marketing needs. For multichannel marketing applications such as personalized URL campaigns, our web developers are well-versed in creating landing pages and on-line survey tools to support your campaign requirements. We can also make print procurement a breeze! Our web-to-print portals allow your branches, sales offices or distribution channels to procure branded print pieces while you maintain strict control of your brand assets. We build easy-to-use web interfaces for web sites while maintaining brand integrity throughout the process.

Consistency is key in successful branding and marketing. But maintaining brand consistency throughout your channels can be increasingly difficult and costly. Tray delivers Social Media and online marketing solutions that start with data and analytics to help identify audience behaviors and opportunities for your brand. We take that information and put it into action in building out a roadmap that will align with your marketing message, brand position and goals. Seeing our Tray system in action is the best way to imagine how it could benefit you so contact your account manager to schedule a personal online demo today!

***Work smarter
with technology
solutions
from Tray.***



681 Hollins Ferry Road | Suite A
Glen Burnie, MD 21061

410.689.0690 | f: 410.689.0767
www.trayinc.com

