

High Technology. Personal Service.



RIPON
PRINTERS

Customers Love Ripon!

*“The service we received from Ripon is top-notch!”**

Each day Ripon Printers quietly undertakes the task of helping organizations like yours profitably expand their businesses through integrated print and multichannel communications. True to our midwestern heritage, we work without pretense, seeking reward only in your success.

Our concerns go beyond pure business issues. We want your entire experience to be satisfying and reflect the values of a family company built on

Ripon’s Green Initiatives! Ripon Printers supports the core principles of environmental responsibility and has obtained Chain of Custody certification from the Forest Stewardship Council® (FSC®). honesty and integrity.

Founded in 1962 with just 13 employees, Ripon Printers is now more than 320 employees strong and equipped with the latest technologies from premedia through fulfillment and distribution. We can provide all the tools and production capacity you need to reach your customers with speed, accuracy and cost-efficiency.

*“WOW, the books look great and so fast!”**

Our market focus is on small to mid-sized catalog marketers and publishers, producing catalogs and direct mail, as well as directories, manuals and soft-cover educational products. Linking our capabilities together is an obsessive devotion to customer service that places your satisfaction above any other business goals.

We avoid creating burdensome management layers. Ripon's president, Andy Lyke, is as accessible to you as your customer service representative. He follows the example set by his father, Doug, who believed a company was only as strong as its customer relationships.

Consider Ripon Printers – a hardworking, dedicated and friendly company with the vision, knowledge and financial resources to make advanced print technologies work for you.

*“Kudos to you and the rest of the crew for doing such a wonderful job and so terrific to work with.”**





Premedia

Promises Kept! You won't hear tiresome excuses about missed dates when you choose Ripon. We take extreme pride in maintaining schedule integrity. To Ripon production professionals, a promise made is a promise kept. For the past two years, we've met or accelerated agreed upon schedules more than 97 percent of the time.

*S*ome business relationships end before they begin. A bad start often leaves lingering doubts that are difficult to overcome. Ripon Printers takes every precaution to make sure your first project – and every project – flows smoothly from start to finish.

Our customer education specialists will assist you in preparing your digital files, taking you through a best-practices approach for high quality, trouble-free production. You'll also learn about file transmission alternatives including Ripon's FTP site, which can help speed your production cycle. Teleconferencing, on-site and off-site training are available to meet your needs.

After receiving your files, Ripon's preflight technicians review the electronic data to further ensure trouble-free processing. Our PRINERGY workflow system enables fast production cycles while ensuring accurate, predictable results. Kodak InSite software supports remote job submission and online proofing from a standard web browser, adding flexibility, speed, collaboration and cost savings to the premedia workflow.



Automated page production and soft proofing remove days from the production schedule and reduce proofing costs significantly.



Press & Bindery

Get More Campaign Traxion. Let our award-winning Traxion division help you obtain more sales from the 20 percent of core customers that drive your business. We combine High-value Customer Analytics with customized messaging across multiple integrated channels to raise your marketing ROI. Or we can create an Intelligent Prospect Selection System that improves results by providing relevant content to more targeted prospect lists.

*W*hen the only tool you have is a hammer, everything looks like a nail. Most printing companies have a print platform bias – web, sheetfed or whatever. They then try to fit every possible job into their platform, regardless of whether it's the best solution. Not so at Ripon Printers.

We offer a full complement of coldset and heatset web presses as well as sheetfed equipment – all in a wide range of sizes and color configurations. Whatever your needs, Ripon likely has the right fit. We also offer a full complement of variable data digital printing systems for your highly targeted campaigns or to create a demand-based print program that reduces inventory requirements and lowers overall costs.

Custom fitting the right equipment to your project extends to the bindery. Ripon's range of capabilities encompasses both saddle stitching and perfect binding, accommodating spine widths from 1/8" to 3 1/8". Our perfect binding capabilities include layflat as well as PUR gluing for extra durability and environmental responsibility. Folding, drilling, shrink wrapping and polybagging round out a bindery that offers production capacity and flexibility matched by few sources.



Ripon provides catalog marketers and publishers with an incredible range of capabilities from a single facility. High capacity, specialized bindery equipment can expertly finish virtually any project, while digital printing offers the ideal solution for highly targeted campaigns and on-demand needs.



Mailing & Inkjet Imaging

CoMail Lowers Postage Costs! Ripon Printers helps small and mid-sized catalogers and publishers reduce postage costs through CoMail. This process allows different flat-sized mailpieces to be merged into a common mailstream to achieve superior postal discounts. We make participation easy and can often provide net postage savings of 15 percent or more on standard mailings.

*T*he stakes have never been higher in mail distribution. Postage now exceeds design and production-related costs combined. The bottom line is that inefficient mailing can threaten the profitability of an otherwise sound marketing program.

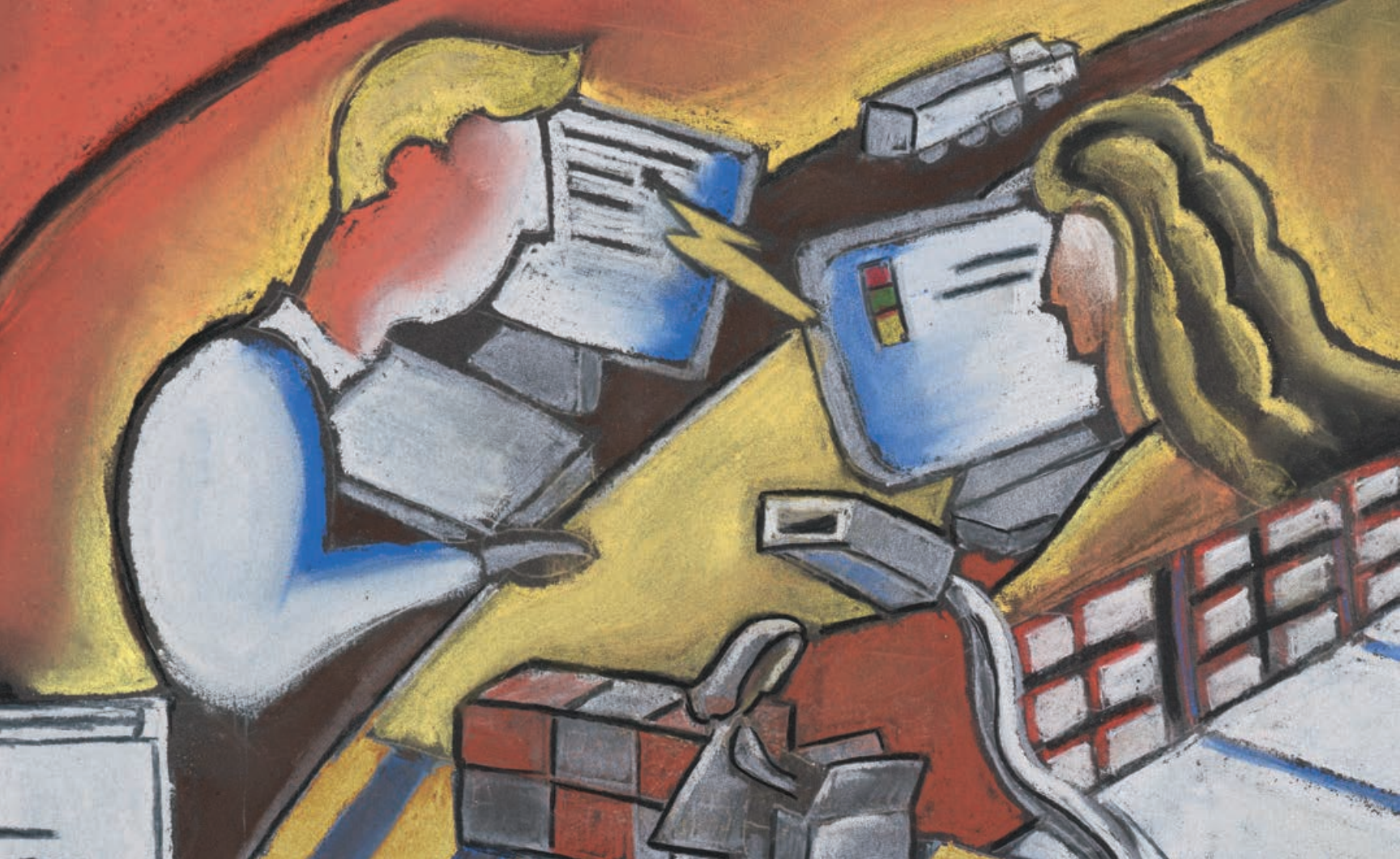
Plus, the rapid pace of commerce demands that you have the expertise for navigating a complex postal system to achieve prompt and predictable delivery. Mishaps can result in call center staffing problems and missed sales opportunities.

Ripon has you covered from start to finish. Our list processing services can help you with everything from eliminating duplicates and bad addresses to gaining the maximum presort discounts for your mailings. We'll also keep you up-to-date on changing postal rules and regulations and help you develop strategies for taking advantage of every opportunity to save costs and speed delivery.

Ripon's mailing capabilities include advanced inkjet imaging systems that eliminate the need for labels and print postal barcodes for greater discounts on qualifying mail. The inkjet systems can also personalize both the inside and outside of your saddle stitched materials as well as include source codes and other important marketing information.



Ripon's inkjet imaging systems offer complete options ranging from addressing to inside, outside and thumbedge messaging.



Fulfillment & Distribution

The Same Friendly Faces. You don't have to worry about dealing with someone different at Ripon. Our employees average 9+ years of experience with the company. And when they are away for additional training or a vacation, a cross-trained team member will serve you without missing a beat.

Succeeding in today's marketplace means paying attention to details, seeking every opportunity to gain an edge in speed, quality and cost control. Fulfillment and distribution is an increasingly important and complex area that can significantly impact both costs and customer satisfaction.

Ripon offers considerable advantages by integrating printing, fulfillment and distribution at a single facility. You have fewer vendors to manage and avoid the time-consuming, often costly process of shipping materials from facility to facility.

Our Internet-based fulfillment program takes orders from your website or via email, and then generates all necessary labels and documentation including order verification. Inventory and shipping reports are available in real time.

Whether you are distributing your materials directly to individual consumers or business customers, shipping single copies or in bulk, Ripon can handle your fulfillment and distribution needs. We can work with your preferred shipper or select the best alternative based on budget and time parameters.

You'll also appreciate our speed and flexibility. We fulfill most orders the same day and accept materials furnished by other sources, providing a convenient, economical pick-and-pack solution for multi-component packages.



Save time and money with Ripon's Internet-based fulfillment and distribution program.

A professional headshot of two men, James Wamser and Jason Hauman, against a blue background. James is on the left, wearing a blue button-down shirt. Jason is on the right, wearing a dark grey button-down shirt and has a goatee. The text is positioned in the upper left corner.

James Wamser
Jason Hauman
Customer Education Specialists

Full-Spectrum Service

Our customer education specialists enjoy working with our customers and clients to streamline their prepress processes. They can help you achieve maximum productivity in premedia and are centerpieces of our Graphic Arts Connection program, which brings vital information and training to customers through webinars, user groups, white papers and educational newsletters.

*“We have been beyond satisfied with the service and professionalism we’ve received from each and every employee we have come in contact with from Ripon.”**



Pardon Us While We Take a Bow. Ripon Printers is a frequent winner in national and international graphic arts and printing competitions, receiving 15 awards in the last year alone. For a complete listing, visit www.riponprinters.com.

*More actual statements from real Ripon customers.



Andy Lyke, President

*T*hank you for taking the time to learn more about Ripon Printers. I personally invite you to take the next step of exploring how we might help you with a particular project or challenge. I'm confident you'll be impressed with our responsiveness, creativity, competitiveness and friendly attitude.

I also invite you to visit our facility. Nothing takes the place of meeting with a company's management team, inspecting the maintenance level of a facility and observing how employees interact with you and one another.

If I can assist you in any way, please call me at 800-321-3136, or send an email message to andyl@riponprinters.com. Like all members of the Ripon team, I look forward to the opportunity to serve you.

Warm regards,

A handwritten signature in black ink that reads "Andy Lyke". The signature is written in a cursive, flowing style.

Andy Lyke

President

Production Notes

Paper: 100# cover matte + 100# text matte.



Ripon Printers

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responsible forestry

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