



**COMMERCIAL  
PRINTING**

**BINDING & FINISHING  
TECHNIQUES**

**DIGITAL PRINT**

**VARIABLE DATA PRINT**

**ECO-FRIENDLY PRINT**



PROforma



**COMPLETE  
PRINTING  
SOLUTIONS**

## Complete Printing Solutions

Proforma is your one source for complete printing solutions. More than three decades of experience equip us with the ability to assess your project needs and present the perfect solution every time. We will guide you through the printing process from concept development to production, including choosing the best paper stocks and finishing techniques, for a total project solution. Our extended offering also includes graphic design and copywriting services.

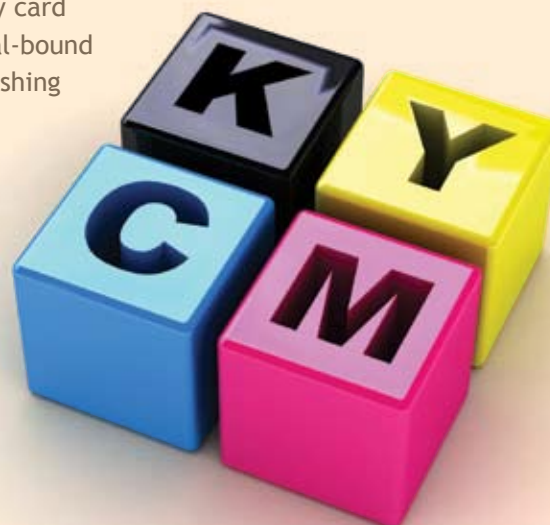
Whether you're producing an annual report, setting up a web-based print-on-demand solution or looking to give your sales collateral a creative edge, Proforma will help you deliver professional results. With our network of infinite resources the creative possibilities are endless.

## Commercial Printing

Proforma knows that your marketing and sales materials require more creativity and professionalism than any other documents you produce. Through our vast network of commercial printers, we utilize the latest in high-quality web and sheet-fed printing to produce your brochures, catalogs, direct mail and other custom marketing materials. We also specialize in custom packaging and large-format printing as a part of our comprehensive print offering. No matter what the project, we'll use our expertise to determine the most appropriate and cost-effective printing method for you.

## Binding & Finishing Techniques

The right binding and finishing technique can give your products and marketing materials a competitive edge. Use a blind emboss to give a presentation folder a three-dimensional appeal, add a seasonal sparkle to your holiday card with a metallic foil or demonstrate attention to detail with a spiral-bound training manual. Proforma offers a wide variety of binding and finishing techniques including the most common saddle stitching, perfect binding, spot varnishes, die cutting and foil stamping. Work with Proforma to create the perfect finishing touch.





## Digital Print

Proforma can meet your short run and quick response print needs through our high-quality digital print capabilities. Digital print allows you to produce a variety of marketing tools from brochures and direct mail pieces to sales flyers and posters in any quantity at affordable prices. Print smaller quantities quickly and more cost effectively, controlling costs associated with inventory, warehousing and obsolescence.



## Variable Data Print

Variable data print [VDP] is a form of on-demand printing which incorporates variable elements such as text, graphics and images into each printed piece. VDP allows you to customize your message to reach people on a personal level. Whether your goal is to integrate a recipient's name into the text of a postcard or into the images in a full-color calendar, Proforma's VDP solutions get results. Let us show you how a 1:1 Marketing solution can increase your return on investment and help you maximize the effectiveness of your next campaign.



## Eco-friendly Print

The trend in eco-friendly promotions is on the rise, and Proforma is at the forefront of this movement. Our eco-friendly printing solutions include the use of recycled paper stocks, vegetable based inks, water based coatings and eco-friendly binding options such as recycled steel staples and water soluble adhesives. As demand for environmentally safe printing options increases, you can be certain that Proforma will continue it's dedication to providing eco-friendly solutions.



# ONE SOURCE

## COMMERCIAL PRINTING

Custom Packaging  
Signs and Banners  
Catalogs, Brochures,  
Direct Mail Pieces  
Stationery

## BINDING & FINISHING TECHNIQUES

Saddle-Stitching, Spiral Binding, Perfect Binding  
Die-Cutting, Embossing, Stamping  
Spot Varnishes, Aqueous Coatings

## DIGITAL PRINT

Quick Turnaround  
Low Quantities  
Print-On-Demand

## VARIABLE DATA PRINT

Customized Messaging  
1:1 Marketing

## ECO-FRIENDLY PRINT

FSC Certification  
Recycled Paper Stocks  
Vegetable-Based Inks  
Water-Soluble Coatings

## One Source

Building a successful business requires making the right connections along the way. When you partner with Proforma, you gain access to the power of a large North American organization with the responsive service of a local professional. For more than three decades we've provided our clients with a resource for all their printing needs. Our vast experience and network enables us to deliver integrated solutions to help you build and grow a successful business. Choose Proforma and make the right connection.

## Infinite Resources

When you partner with Proforma, you gain access to an unlimited network of resources to grow your business. Whether you are looking for a print solution or a solution that integrates all of your graphic communications tools, Proforma is your one source for promotional products, printing services, business documents and eCommerce solutions.



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