



GLS
COMPANIES

INTEGRATED COMMUNICATION SOLUTIONSSM *FLAWLESSLY EXECUTED*

Trailblazing. For more than two decades, GLS Companies has blazed trails in communications, first as a printer, and today as a world-class communications partner. Our strategy is straightforward: Innovate. Perfect. Repeat. Tell us your goals, and we'll return a cohesive plan of integrated communications tactics and technologies to get you there. We'll build and

manage the components of your plan. We'll ensure that whether on press, online or in the mail, our solutions will be on time, on target and on budget. From crafting key messages and design concepts, to printing, mailing, kitting, warehousing, fulfilling, distributing...any part of your communications strategy...**we'll take care of it.**

Our strategy is straightforward: Innovate. Perfect. Repeat.

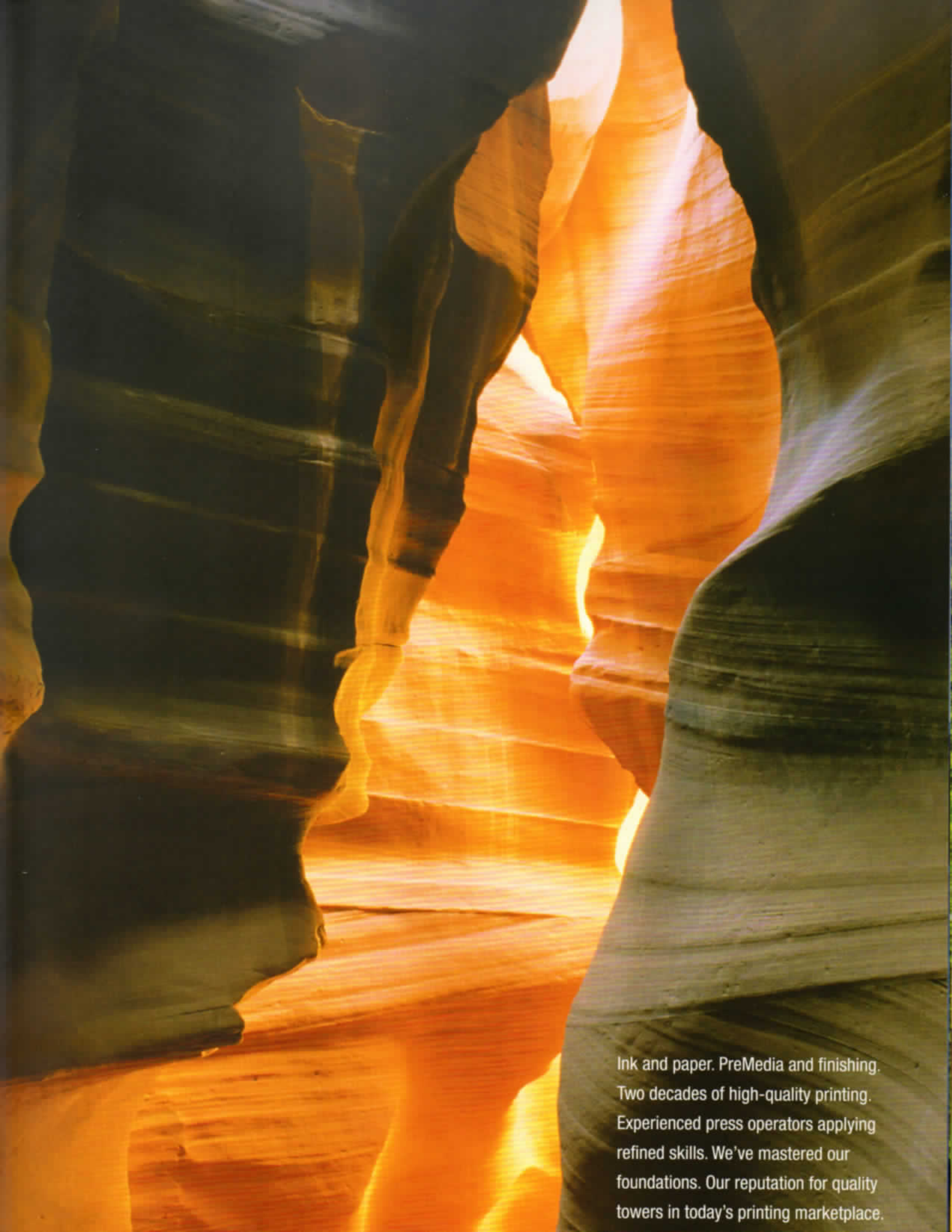
MESSAGES AND MATERIALS MASTERFULLY MANAGED

Brochures. Catalogs. Specification sheets. Price books. Packaging.
Your business depends on your message. Multiple pieces, diverse users.
So how best to plan, print, maintain, store and distribute it all?

Coordinating solutions beyond ink on paper. Sure, we'll print everything — after two decades, we've mastered high quality, environmentally friendly, affordable printing. Yet we'll also effectively manage all of your diverse literature. Envision a coordinated program tailored specifically to meet your needs. Web-accessible. Secure login that tracks users. Customizable content going into pre-approved

designs. Online orders going directly to production. Pre-determined ordering limits, so no one breaks the bank. Inventory reports that help coordinate print runs. Online libraries of full-color images, creating pieces that are printed on-demand and billed as-used to credit cards or company cost centers. When it comes to taking the work out of paperwork...**we'll take care of it.**

We take the work out of paperwork.



Ink and paper. PreMedia and finishing.
Two decades of high-quality printing.
Experienced press operators applying
refined skills. We've mastered our
foundations. Our reputation for quality
towers in today's printing marketplace.

TRUE FULFILLMENT CAN BE FOUND ONLINE

Everybody needs your stuff. Your brochures, posters, branded merchandise – notepads, pens, even bouncy balls. You want brand recognition, and you need to control the message. So how best to manage all that?

Let us do the heavy lifting. We'll build you a web-based system that handles all of your fulfillment. Your franchisees, sales staff, distributors – even Adam in accounting – can log in and order product brochures, note pads, site-opening kits...your stuff. Once you approve it, we fulfill it. We maintain your inventory – pre-printed pieces, on-demand print files, branded merchandise – in our secure warehouse. We manage your inventory so you

don't have to. When you have a special need – say, a franchise grand-opening – we'll target-mail key addresses to ensure a good turn-out and timely market response. And we'll do it all from our Minnesota location, perfectly poised to distribute nationally, east or west. From on-call variable pick-and-pack shipments, to scheduled distribution programs, to customized kitting projects...**we'll take care of it.**

We'll manage your stuff so you don't have to.



Motion means life. Your message, sitting in a warehouse, does nothing. Your message, getting out late, does little more. At GLS, we'll store and track your inventory. And when the time is right, our fulfillment team will get your messages out there working for you.

EXPERIENCE YOUR MESSAGES IN *MOTION*

Your product is one of your best sales tools. Once people see it, they buy it. Now, what if EVERY new sale automatically triggered mailers to potential buyers nearby? More sales spark more mailers...and so on.

You'd probably call that smart. We call it, "what we do."

Smart mail. Anyone can send direct mail. Making it effective is what matters. We'll develop "fire-and-forget" direct mail solutions governed by sales. A product sale automatically launches pre-prepared mailers to targeted nearby locations. Additional sales continue the cascade. We'll help plan, produce, print, store and mail the pieces, guided by the latest postal specifications, achieving

efficient discounts at every step. And we'll handle the back-end as well, merging, purging and optimizing your lists. Our on-site U.S. Postal Office eliminates your local shipping costs, quickly attaining postal approval to get your project into the delivery stream efficiently and affordably. When it comes to navigating the currents of your direct mail campaigns... **we'll take care of it.**

We'll keep your direct mail campaigns moving.



The mail stream is like water flowing downhill. Yet beneath that mirrored surface lies a dizzying array of eddies, counter currents, hidden obstacles and unpredictability. A good map can help. An experienced guide is even better.

ENTICING PROSPECTS

Your top prospects are out there. The challenge is creating an offer attractive enough to entice them. How do you get the attention of busy people who are constantly bombarded by competing messages?

Transform your thinking. We can join your team to help plan, build, deliver and fulfill a targeted, measured marketing campaign to get phones ringing steadily. Our experts in branded merchandising will research and recommend the perfect promotional item. We'll customize it with your message, then CAD-design an attention-getting dimensional mailing package sure to comply with postal regulations. We'll manage inventory,

assemble your kit, and deliver it to key accounts and targeted lists in a coordinated trickle campaign that will generate leads without overwhelming the system. You bring us your ideas, we'll augment them with ours, add our integrated, cross-discipline expertise, and ensure everything gets done effectively, responsively and affordably. When you really need your ideas to take flight... **we'll take care of it.**

We'll help your message cut through the clutter.

Intelligent design. We combine inspiration with cutting edge hardware,
software, real world expertise, hard-won experience and wondrous talent...
and turn it into award-winning designs that work for you.



YOUR COMPLETE SOURCE

As your complete source for Integrated Communication Solutions™ we'll manage your projects from start to finish, improving turn-around times and eliminating administrative hassles. Whatever your need, you can go about your business rest assured...**we'll take care of it.**

Creative.

Our creative team is well-versed in all things design – newsletters, brochures, annual reports, direct mail, product packaging, dimensional mailers, promotional items – we do it all with experienced talent and the latest technology.

Print.

We've mastered the art of ink on paper. Pre-press, digital resources, digital variable printing, sheet fed and web printing, finishing and binding – we integrate our skills and experience to craft beautiful products, while employing the latest in environmentally "green" production.

Mailing.

Whether we're merging and purging your lists, laser or ink-jetting personalized mailers or running projects through our on-site U.S. Postal Office, we're experts at getting your messages into the mail stream cost-effectively, quickly and reliably.

Distribution.

Our on-site distribution system fulfills everything from on-call, variable pick-and-pack shipments and custom kitting to scheduled mailings metered to fit your capacities. We'll store and track your inventory, safely, securely and confidentially – then get it where it needs to go.

Talk to your account executive or call GLS today and feel the benefits that an Integrated Communication Solutions™ partner can offer.

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