

**does your trade printer
invest in you?**

**does your trade printer also
supply your competitors?**

**frustrated by the hassle of
reselling flyers, brochures,
business cards... ?**



the **NEW!** alternative...
printing.com

now expanding across Florida & Georgia



bolt-on key facts

- Partner-only deals on Flyers, Brochures, Folders, Business cards, Letterheads and more
- All litho printed, all full color, specializing in run lengths from 250 to 20,000 or more
- Stay 100% independent
- No franchise royalty
- Exclusive Territory
- Keep your business' name as well as utilizing the printing.com brand
- Use printing.com marketing collateral to help you sell
- Benefit from listing on www.printing.com
- Utilize printing.com's powerful Flyerlink software to help you sell, manage client relationships, stay in control day-to-day, analyze your business and control your print orders
- Duration of Franchise Agreement – typically 3 to 5 years

who is it for?

Graphic & Web Designers, Copy Shops & Digital/Quick Printers

By its very nature the printing.com Bolt-on Franchise is suitable for established businesses or people from the sector with an established client base and design skills who wish to branch out. It can be operated from retail premises or a studio environment.

In most instances the partner will already be reselling print from trade printers but will be looking for a service that makes operations easier and gives them the peace of mind.

introducing the printing.com bolt-on franchise

The franchise for established graphic arts businesses who would never consider a franchise.

If you are reselling flyers, postcards, letterheads, business cards, folders, and other printed items, then printing.com is the new alternative. As with leading trade printers, printing.com offers a broad range of fixed price full color print deals. But that's where the similarity ends.

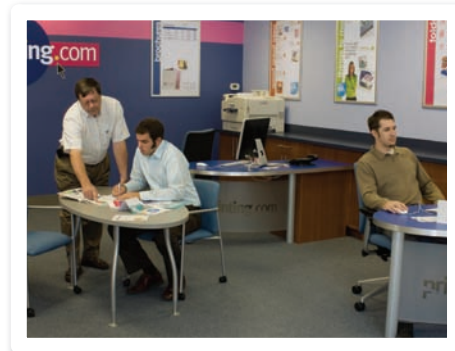
The printing.com system equips its partners with a powerful combination of:

- marketing collateral;
- software;
- extensive product range;
- employee training programs;
- ongoing support.

The solution is called a franchise as partners utilize the printing.com name and promotional collateral in parallel with their established brand. We call it a **"Bolt-on Franchise"**

With the printing.com Bolt-on Franchise, the franchisee stays 100% independent and pays no royalty to printing.com.

Today printing.com operates over 350 franchises in the UK, Ireland, France, New Zealand and the United States.



My daughter & son-in-law, who are relatively new to the printing business, learned far more than I could have ever taught them. The training alone was worth more than the franchise fee.

**Bob Allinson, Quality Quickprint
DeLand, FL**



The printing.com Buying Guide puts your retail prices in the hands of your clients, saving you from quoting a job over and over again.



Monthly promotions with a reduced price for your clients and for you.

we make it easier for you to promote your business to new and existing clients



Samples for every product with retail prices.



The option to use printing.com displays if that suits your business.

the printing.com system helps you sell

Offline Collateral

At the heart of printing.com's marketing collateral is the buying guide. Over 70 pages and thousands of fixed price deals for your clients to buy.

The Buying Guide is loaded with mailers, flyers, brochures and helpful hints to help you win new business and sell more to your existing clients.

Collectively, this collateral helps your clients to access print prices across the whole range whenever they want and wherever they want because that's the way print buyers and business owners work.

Use the printing.com name alongside your existing branding, and maximize any available window space by promoting printing.com end user price points.

Online presence

www.printing.com – possibly the most obvious and intuitive web address in the printing sector.

Enjoy the exclusive listing for your area on the www.printing.com web site, and benefit from the forwarding of leads directly from the web site and via the toll free telephone number.

why fixed prices?

Fixed prices across Flyers, Postcards, Business Cards and Letterheads have been part of the trade printers methodology for many years.

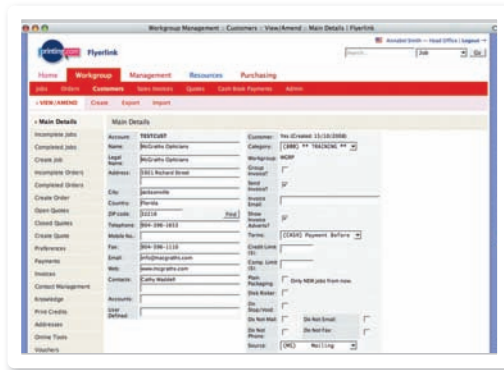
Why? Because there is less bureaucracy and delay for the reseller to know the price and also a greater sense of transparency.

But the same is true for the end-user. They want an easy way to find their price, and they also want the peace of mind of transparent pricing.

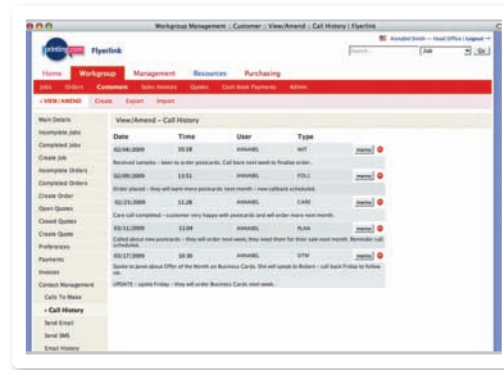
That's why the printing.com system features fixed price buying and fixed price selling. It's simply more efficient for you and your customer.

As we become better known for our high quality offset printing through printing.com, we are also producing more and more jobs on our color digital printer.

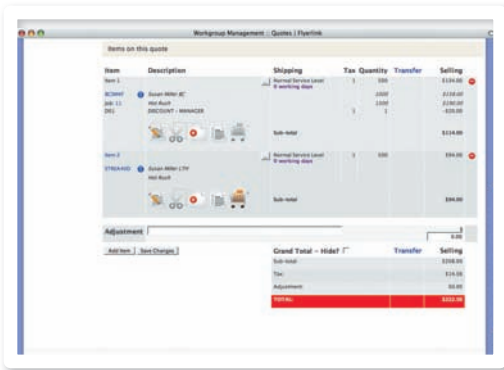
**Greg Lockhart, Camden Printing
St. Marys, GA**



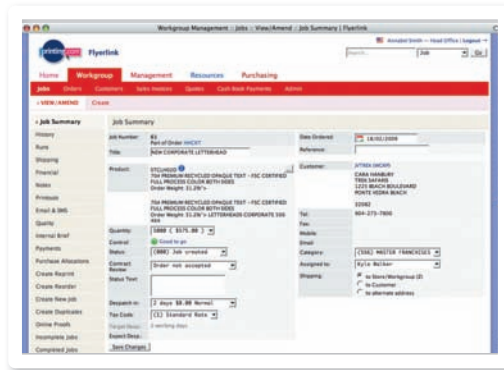
Store your customers' details in Flyerlink.



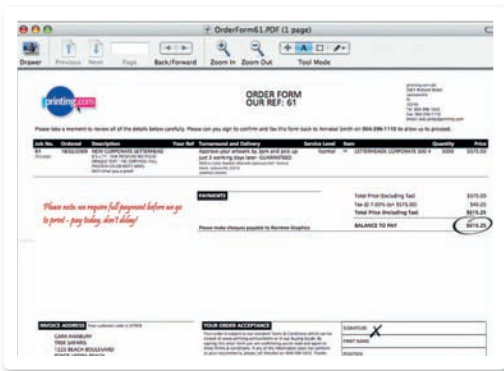
Track inquiries and schedule follow-up calls.



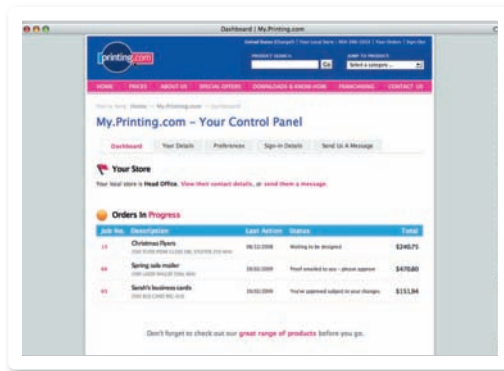
Create quotes in just a few clicks, then e-mail to your client directly from Flyerlink.



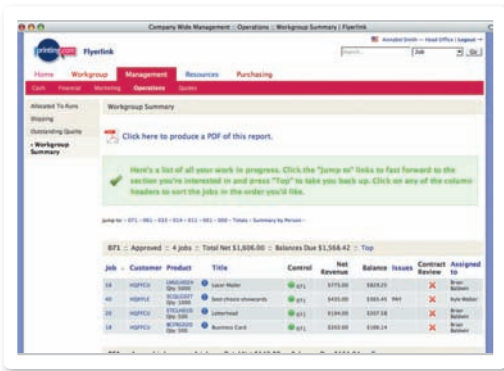
Convert your quote into a live job with a single click.



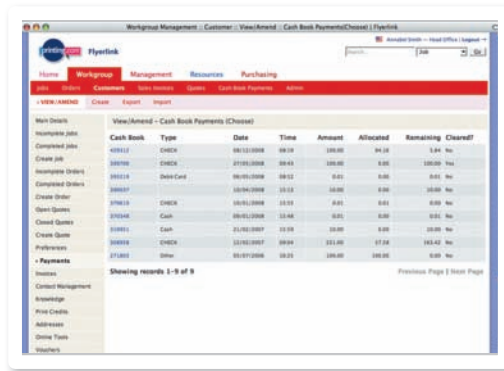
Quickly generate a job sheet, order form, order confirmation or invoice and e-mail directly from Flyerlink.



Clients can also track orders and change their details online.



Use Flyerlink reports to track jobs in progress and sales figures.



Track customer payments and use automatic invoicing if you choose.

if you're going to sell a high volume of low value orders you need to be efficient

printing.com's Flyerlink software gives you an operational edge.

Many trade printers have effective web sites where orders can be placed online as this makes the general procurement process more efficient.

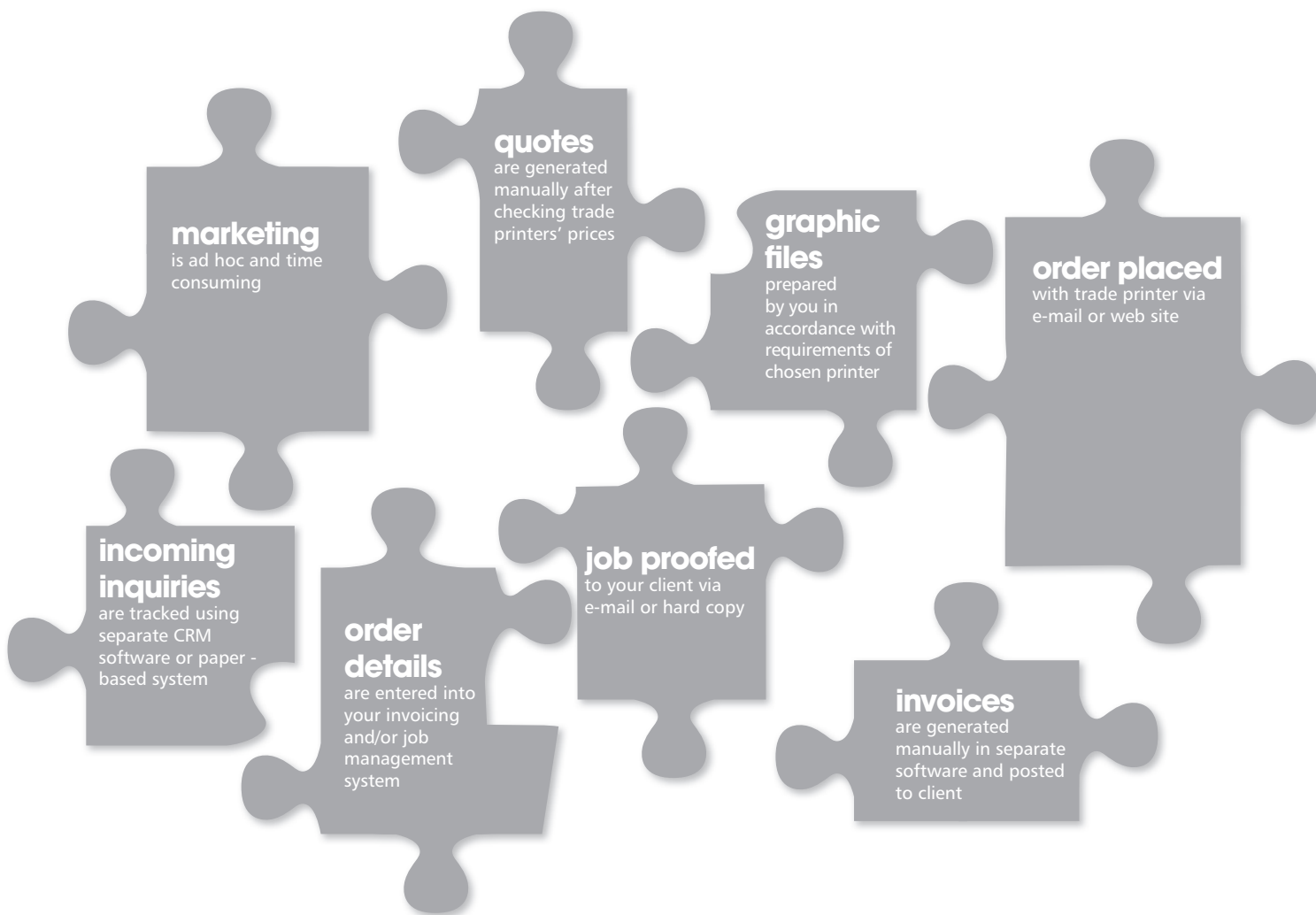
Printing.com takes its philosophy several stages further. Over 15 years printing.com's Flyerlink software has evolved into sophisticated software that helps you market your printing and design business and streamlines operations to keep you in control with every order.

- 'Do It Once Philosophy': Flyerlink produces the Quotation, Job Sheet, Client Order-form, Confirmations and invoices
- Client Order-forms work via hard copy or auto e-mail generation to speed up the order cycle
- Real time job updates
- Contact management module included
- Online real time client updates – clients value it and it saves you time
- E-business enabled by putting you at the cornerstone of the supply chain

I could not be happier with my printing.com franchise. It is the future of printing in the US. My clients love the concept, and it is solidified by the orders they place every day.

Paul Martinez, Martinez Advertising Group
Jacksonville Beach, FL

the printing.com system eliminates unnecessary administration

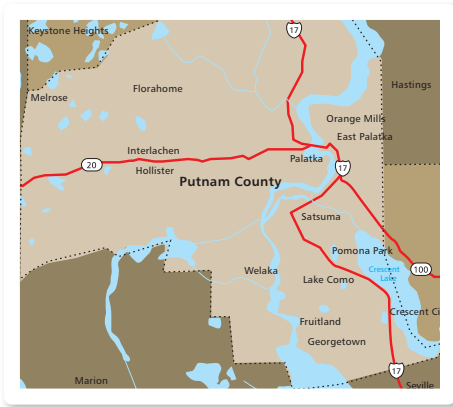


by seamlessly connecting everything together



Printing.com has opened more doors for us through the ability to offer affordable printing for everyone. I would definitely recommend a printing.com Bolt-on Franchise to others.

Fred Dietsch, Media Works, Inc.
Jacksonville, FL



peace of mind and active development

Unlike some trade printers who extol the virtues of having as many resellers as possible, printing.com will only partner with a limited amount of franchises in any area.

Typically a geographical location would either be a small town, or a specific neighborhood in a larger metropolitan area.

This introduces an element of loyalty and commitment from ourselves to our franchisees and vice versa. By partnering with businesses who are not ordinarily in competition with each other, a more cohesive relationship can exist between neighboring bolt-on franchises who we anticipate meeting periodically for mutual common benefit.

active development

Salaries are no doubt the biggest cost in your business.

Prior to its first franchise, printing.com operated many directly owned stores and developed unique methodology which is proven to accelerate the development of team members.

Active development is composed of a highly structured competency-centered development system to provide a development path – this makes common sense.

Each new Bolt-on Franchise will attend at least 5 days training, followed up by regular support visits from one of our Business Development Managers.



the printing.com rollout

Come and visit the printing.com hub in Jacksonville, Florida and see the state-of-the-art facilities.

Hub operations are fused together with the same Flyerlink software that our bolt-on franchise partners use in their businesses.

Handling hundreds of orders per day is made possible by Flyerlink, which ensures last minute changes by the bolt-on franchisee (i.e. altering the shipping address) are made seamlessly in the appropriate manner.

The printing.com roll-out across the U.S. commenced in 2009 across the states of Florida and Georgia. We began with two dedicated printing.com stores (owned and operated by us directly) in Jacksonville and Gainesville.

In parallel with this, we've chosen to launch our franchising program allowing established graphic and web designers and print / copy shops to add in a more integrated solution than the standard trade printer.

During 2009, we will extend the geographic scope of printing.com into neighboring states serviced from our Jacksonville production Hub.



Our relationship with printing.com has far and away exceeded any expectations. ... As a skeptic I tried to find fault with the concept. All of my fears have proven unfounded!

**Scott Wiessner, Sorrels Printing & Graphics
Ocala, FL**



OUR PRICES
ARE UP TO
68%*
LOWER THAN
OTHERS

application forms
booklets
bookmarks
brochures
business cards
CD jackets
DVD sleeves
envelopes
fat folders
flyers
folder inserts
folio wallets
greeting cards
invitations
key wallets
laser mailers
laser price lists
letterheads
loyalty cards
media folders
menu covers
menu grips
note pads
place mats
pocket folders
postcards
posters
report covers
showcards
stationery
stickers
swing tickets
table tent cards
voucher cards

now expanding across Florida & Georgia

find out more **NOW** by e-mailing
mike@printing.com

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Printing.com resellers in the US are operated pursuant to franchise agreements with PDC USA, LLC.

*Industry average price refers to the average of quotes obtained from an independent survey of printers performed by Q.P. Consulting, September 2008.
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MS/SH/AM/12-09/V1.1

