



PAUL BAKER PRINTING

A New Era in Graphic Communications



PAUL BAKER PRINTING

Capabilities and Services

The Perfect Blend of Tradition and Innovation

Paul Baker Printing is in the midst of an evolution in graphic communications, merging more than forty years of printing tradition with new technologies and techniques to create solutions for a changing marketplace.

Over the years, we've developed an ideal formula for successful graphic communications projects: equal parts careful planning, experienced technical skills, sophisticated equipment and excellent craftsmanship – with a large dose of dependability and personal attention to your creative vision. We're taking our expertise to the next level, blending digital and conventional printing to create highly effective and economical marketing communications campaigns.

Meeting the Demands of a Changing Marketplace

Today, consumers receive, process, interpret and act on information in whole new ways thanks to the Internet and powerful 1:1 marketing techniques. More than ever, the focus is on creating and delivering messages that move a prospect from awareness to decision faster for quicker ROI.

Whether you need to speak one-to-one or one to many, we can help you develop integrated marketing programs that reach out to customers and prospects on a personal level, multiple times, to increase your opportunities for a sale. Utilizing innovative printing systems and the latest 1:1 marketing and variable data printing (VDP) techniques, we provide a cost-effective approach for increasing response rates over traditional direct mail programs.

Variable Data Printing for 1:1 Marketing

Variable data printing or "VDP" is a powerful tool for "individualizing" your printed pieces to appeal to a specific audience or recipient. Text, graphics, photographs, color schemes and other elements can be varied inline during printing to produce targeted pieces quickly and economically. VDP is ideal for:

Direct Mail – "individualize" your direct mail pieces to target specific demographics or buying behavior characteristics for true 1:1 marketing.

Sales Sheets – update, revise and segment lots by products, region, sales periods, etc.

Newsletters – differentiate lots according to sales reps, territories, etc.

Specialty Books – produce "coffee table" books, vacation albums, special event portfolios, etc.

Employee Benefits – produce individual booklets for employees featuring personalized data.



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Our new PBI Direct division offers complete 1:1 marketing/VDP services. Talk to your sales representative for details!

Personal Attention to Your Creative Vision

As a family-owned business for more than two generations, we've finely honed our hands-on approach to marketing and printing projects, resulting in hundreds of happy clients. Our investments in the latest technologies, tools, and most importantly, people, have created a winning combination that enables us to understand and ultimately fulfill your creative vision.

By helping you plan, coordinate and manage your project from concept to delivery, we can ensure that it's completed to your satisfaction, and delivered on time and on budget. We can expertly advise you on important decisions about creative details such as design, paper and ink options – and the cost implications of each. We can also suggest special effects, such as varnishes, metallics, special coatings, embossing or letterpress techniques to give your piece added impact.

Services and Capabilities

Sophisticated PrePress Ensures Your Success

Our proofing systems represent the most advanced technologies to ensure accurate, precise reproduction of your artwork. Our fully digital prepress department eliminates the need for film by creating digital proofs directly from your artwork files, saving you both time and money. For the same reason, changes or corrections made at proof stage, in most cases, no longer stress your budget or schedule. A wide range of proofing options is available to serve as a final check of your project before it goes to press.

Quality Craftsmanship Meets New Technology On Press

We know that fine offset printing is a delicate blend of science and art, combining the right technologies with superior craftsmanship. Our press department is completely digital, electronically transferring your images directly to plate to save hours and dollars while enhancing print quality to brilliantly showcase your designs.

Digital Short-Run Color Printing

Our digital printing for short run, full color jobs gives you fast turnaround “on demand,” so you print only what you need, when you need it for true value. And, because it's digital, proofs are 100% accurate, so the quality you see is guaranteed!



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Capabilities and Services

A Perfect Finish

Our bindery operators finish your project with a final trim, fold or binding to put the final polish on your pieces. We can also drill, pad, glue, collate and shrink-wrap your project.

Mailing Services

We offer full mailing house services to process and deliver your direct marketing campaigns, including batching, sorting, addressing, list procurement and database management utilizing the latest USPS software.

Shipping and Delivery

Our fleet of trucks provides free local delivery for your convenience, and we offer a variety of shipping methods for long distance distribution.

“Go Direct” Online Print Manager

Using our “Go Direct” online print management service at www.pbaker.com, you can also quote, order and store your artwork files for fast updating and printing on demand (only print what you need, when you need it). You can list all specifications, including quantities, finishing options, delivery instructions and more using our convenient web-based system to fully automate your printing needs!

At Your Service

Our sales and customer service representatives are eager to meet you and discuss your needs.

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