



Integrated Marketing Solutions

EPI Overview

A client-partnership driven firm optimizing our partners' business processes through comprehensive, custom solutions.



- **Marketing & Document Management Services Provider**
 - Creative
 - Print
 - Media Replication
 - Packaging
 - POS
 - Fulfillment
- **Part of the EPI Group**
 - EPI
 - DP & Co.
 - WSI
 - Addison Graphics
- **Steady business growth since 1959**
- **450 non-union employees & on-site staffing agency support**
- **Philosophy**
 - Client partnerships
 - In-house capabilities

Print Production Facilities

Indianapolis, IN

- Established 1994
- 80,000 square feet
- 75 employees
- 1-color, flexographic & multi-color
- 99% of existing Whirlpool production



Print Production Facilities

Livonia, MI

- Established 1992
- Multi-color
- 72,000 square feet
- Primarily serves automotive market
- 65 employees



Print Production Facilities

Battle Creek, MI

- Established 1959
- 125,000 square feet
- 125 employees
- Type of work:
 - Multi-color, 56" offset, Foil stamping, embossing, die cutting
 - Serves retail, POS & greeting cards



Fulfillment Production Facilities

Battle Creek, MI

- 3 Battle Creek Facilities
- Over 500,000 sq ft
- 80,000 skid locations
- Consumer Fulfillment
- Material Distribution
- Lettershop
- Special Projects



Our Business Partners –

Dependable brands depend on EPI.

- Bankers Life
- Clorox
- Consec
- DaimlerChrysler
- Dorel Juvenile Group
- Dow AgroSciences
- Ford
- General Motors
- Harrah's
- Inbev, USA
- Kellogg's
- Kimberly-Clark
- La-Z-Boy
- Otis Spunkmeyer
- Papyrus
- Rite Aid
- Roche Diagnostics
- Sears/Kmart
- Sunbeam/Jarden
- Whirlpool
- Warner Press
- Werner

EPI Services Overview

A fully integrated, comprehensive marketing solution set



- Printed Materials
- Direct Mail Promotions
- Consumer Fulfillment
- Folding Carton & POS
- Contract Packaging
- Materials Distribution
- Catalog Development and Hosting

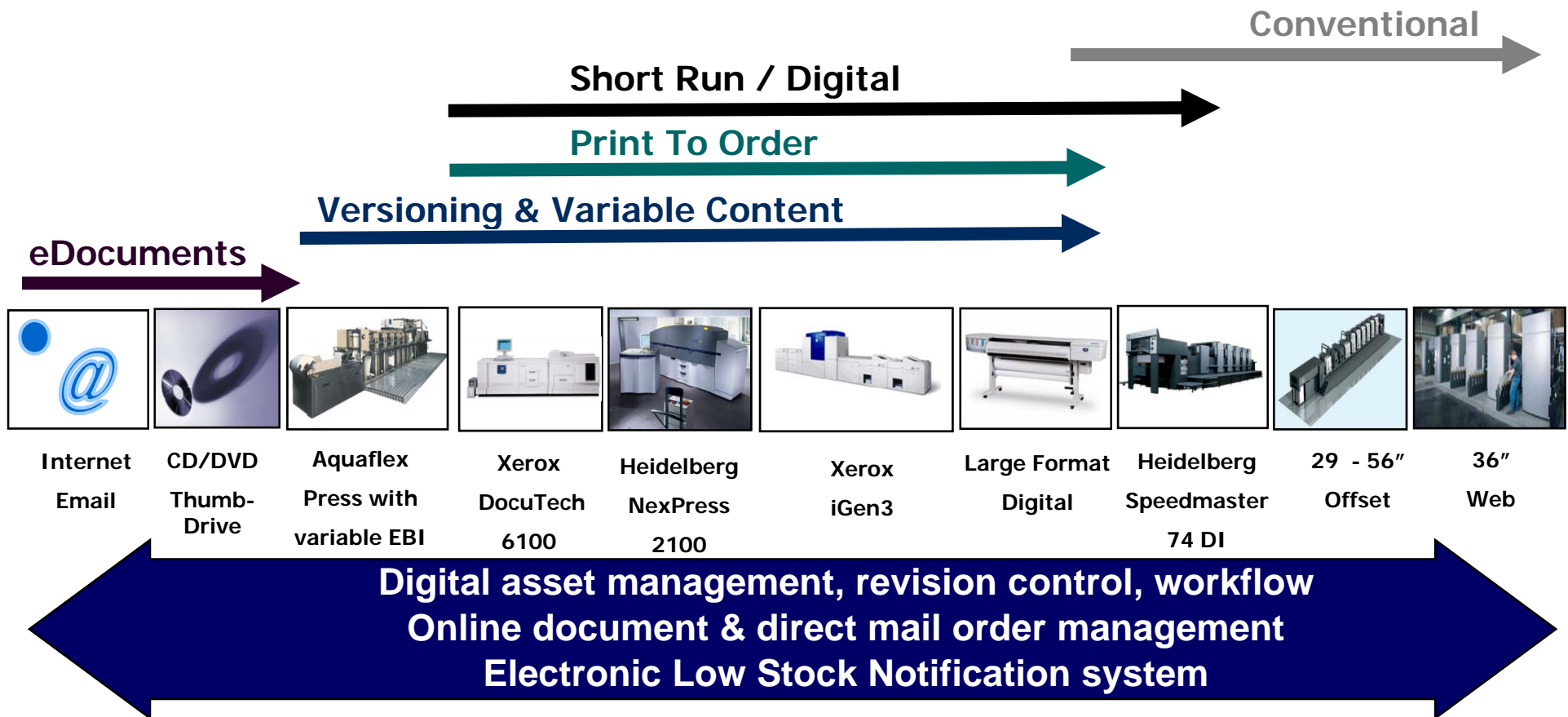
Printed Materials

POS Materials, Variable Content Mailings, Forms, Folding Cartons, Brochures, Lenticular Items, Greeting Cards, and much more

- **Non-stop service from the printing experts.**
Print 1-8 colors on conventional sheet fed, web, flexographic presses or wide-format digital. Or, up to 56 inches on a large format sheet fed press.
- **Gain access to the industry's cutting-edge presses.**
EPI invests in the latest networked presses for speedy execution of your projects. Whether you need short run digital, print on demand or variable data projects – EPI has the perfect solution.
- **All mounting and die cutting is performed in house.**
Save time, money and guesswork. Get custom pieces and unique designs without schedule delays. Including embossing, foil stamping and bindery work. EPI has its own staff of experienced tool and die makers that create custom dies on-site.

EPI's Print Options

Reduce print spend and maximize impact with increased flexibility & efficiency



Direct Mail Promotions

Advertisements, Coupons, Electronic Gift Cards, Product Samples



- Over 30MM direct mail pieces annually
- On-line versioning, list procurement & direct mail program ordering and execution
- Database management & list cleansing
- 100% variable content capability
- Automated intelligent and selective insertion
- Response tracking & reporting
- Full on-site USPS mail acceptance at EPI facilities including postal permit management

Consumer Fulfillment

Rebates & Refunds



- Mail-in or online rebate/refund submissions
- Self-mailer, postcard or insertable custom checks can be produced at our printing facility
- Consumer call center
- Consumer internet gateway for checking and tracking status of requests
- Check processing
- Client rebate status reports and online gateway inquiries
- Database program set up, real time reporting, and report at conclusion targeting client's strategic promotion objectives
- Post office boxes and mailing requirements

Consumer Fulfillment

Sweepstakes, Contests & Games

- Consultation, drafting of official rules/terms/conditions
- Administration, legal review, state registration and bonding
- Affidavit production
- Verification/notification/judging
- 1099 tax compliances
- Receipt of entries via mail, e-mail or internet
- Receipt of entries via database (shopping cart entries)
- Data capture/storage of entries
- Game piece fulfillment/requests for lists of winners
- Procurement, warehousing, and shipping of prizes
- Printing and security seeding procedures for instant win games

Folding Carton & POS

Standees, Merchandisers, Dump Bins, Literature Boxes, Media Packaging, Promotional or Seasonal Packages, and Much More!

- Structural design
- Prototype plotting
- 3-D design sharing software
- Artios Software
- Gerber Die Maker
- Printing
- Mounting
- Die cutting
- Assembly & in-line gluing
- Foil stamping
- Inserting & packing



Contract Packaging

Premium & Product Inserts, Product Samples, CD Mailers, Greeting & Trading Cards, Sample Packs and Much More...

- Shrink-wrapping, including oversize
- Labeling
- Tipping
- Horizontal and vertical cartoning
- Overwrapping
- In-line gluing
- Automated poly bagging
- Envelope & card converting
- Electronic Gift Cards
- SKU Conversion & Repackaging
- Kit Builds for Shipping and for Inventory
- Display Assemblies



Materials & Literature Distribution

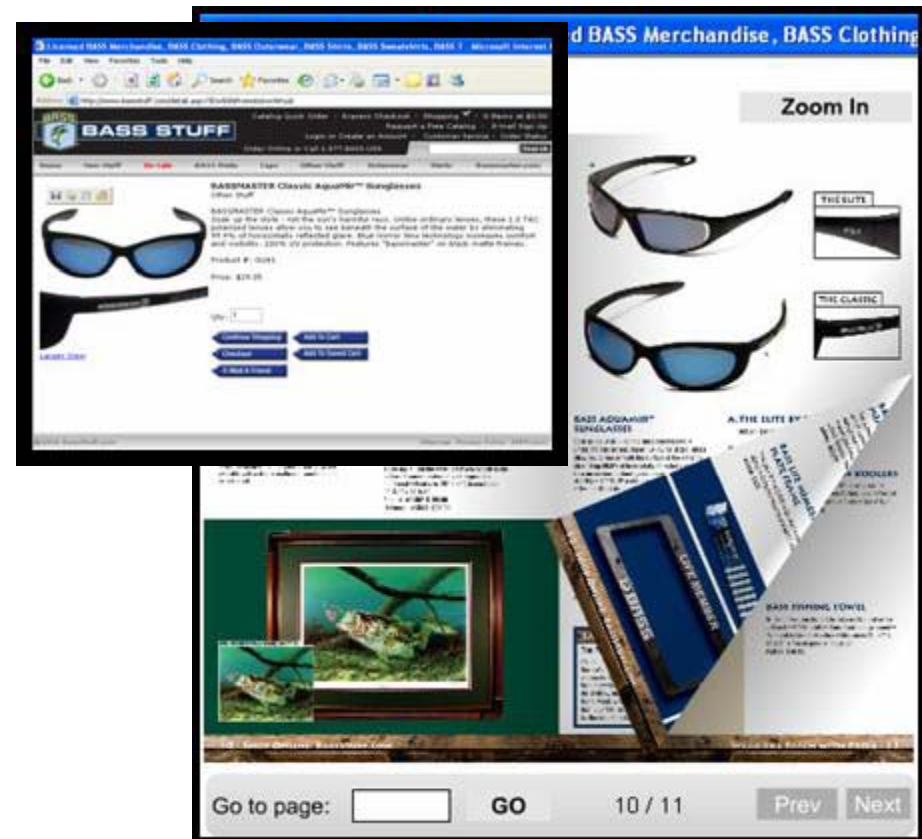
Sales Force Support Materials, Sample Center Services,
POS Materials, Catalog Order Fulfillment and Much More...

- Push or pull, from pocket folders to pool tables...
- 500,000 sq. ft. and 80,000 Skid Locations
- Completely barcode driven inventory management system enables 100% real time visibility and reporting by clients and EPI.
- EPI's proprietary "PFM" software consolidates printing and distribution – saving both time and money.
- 24/7 Receiving, Count Verification, Deletion & Destruct Management

Catalog Merchandising

Turnkey catalog layout, production and online hosting

- Fully integrated with Digital Asset Management
- Comprehensive layout and design
- CD & Print Production
- Traditional and Virtual Catalog on-line presentation
- Storefront order and payment processing
- Fulfillment services



Thank you for your
time and consideration.

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