

**We bring
a habit of
traditional values
and many pain-free
measures for
performance.**



sextonprinting

We help clients print less
and communicate
effectively by integrating
complementary channels.

Seems like an unusual
statement from a “printing”
company, eh? But in truth,
we broke the old-school
printer mold decades ago.

Welcome to Sexton.

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YEAH, WE'RE A LITTLE DIFFERENT

Integrity. Service. Innovation.

For an organization that's pretty humble when it comes to self promotion, people sure know our name. Many champion Sexton's innovative brand of print and marketing offerings. Others tout the reputation we've established as an unselfish and conscientious employer. Whatever the reason, we've been privileged to work with countless Twin Cities businesses and organizations since 1949.

“In an industry this large, who would have thought that our modest company would have been one of the first to implement a complete PDF workflow. Today, our G7 Master status, unsurpassed digital quality, multichannel integration, sustainability practices, and HITRUST CSF Certification are helping us further strengthen this position.” —Tim Sexton, President

Yeah, we're a little different. But you may not know how much unless you've been behind the scenes. The bottom line never blurs our mission to provide individualized service at a more-than-fair price. And no resting on laurels. We stay at the top of our game by being accountable to a daily gamut of key performance indicators—not to mention maintaining a best-in-class Dun & Bradstreet rating.





QUALIFIED BY

G7[®]

MASTER

IDEALLIAN

Beyond an extensive stable of equipment, we're a G7 Master* Printer. For us, achieving this status is kind of an honor. To you, it simply means that your finished print materials will look great—and virtually identical from proof to press and from press to press.

QUALITY PRINT GETS NOTICED

G7 Master Certification

At Sexton, we haven't forgotten value. And while others cut costs by ignoring critical factors like paper grain direction, we found more innovative methods to help our customers.

“We just received our publications and they look amazing...the color is beautiful. Sexton's G7 Master equipment, processes, and experience sure come at a phenomenal value. And, the consistency from proofs to printed materials makes many press checks unnecessary—allowing our staff to spend more time on other activities.” —Rachel, Editorial Services Director

When you boil it down, printing actually accounts for only a small portion of collateral development and distribution expenses. Other components of the marketing supply chain often comprise up to ten times production costs. We help implement a combination of lean workflows, Web-enabled services, mailing efficiencies, distribution economies, short-run printing, and long-run production to maximize quality and keep costs in check.

G7 Master Printer

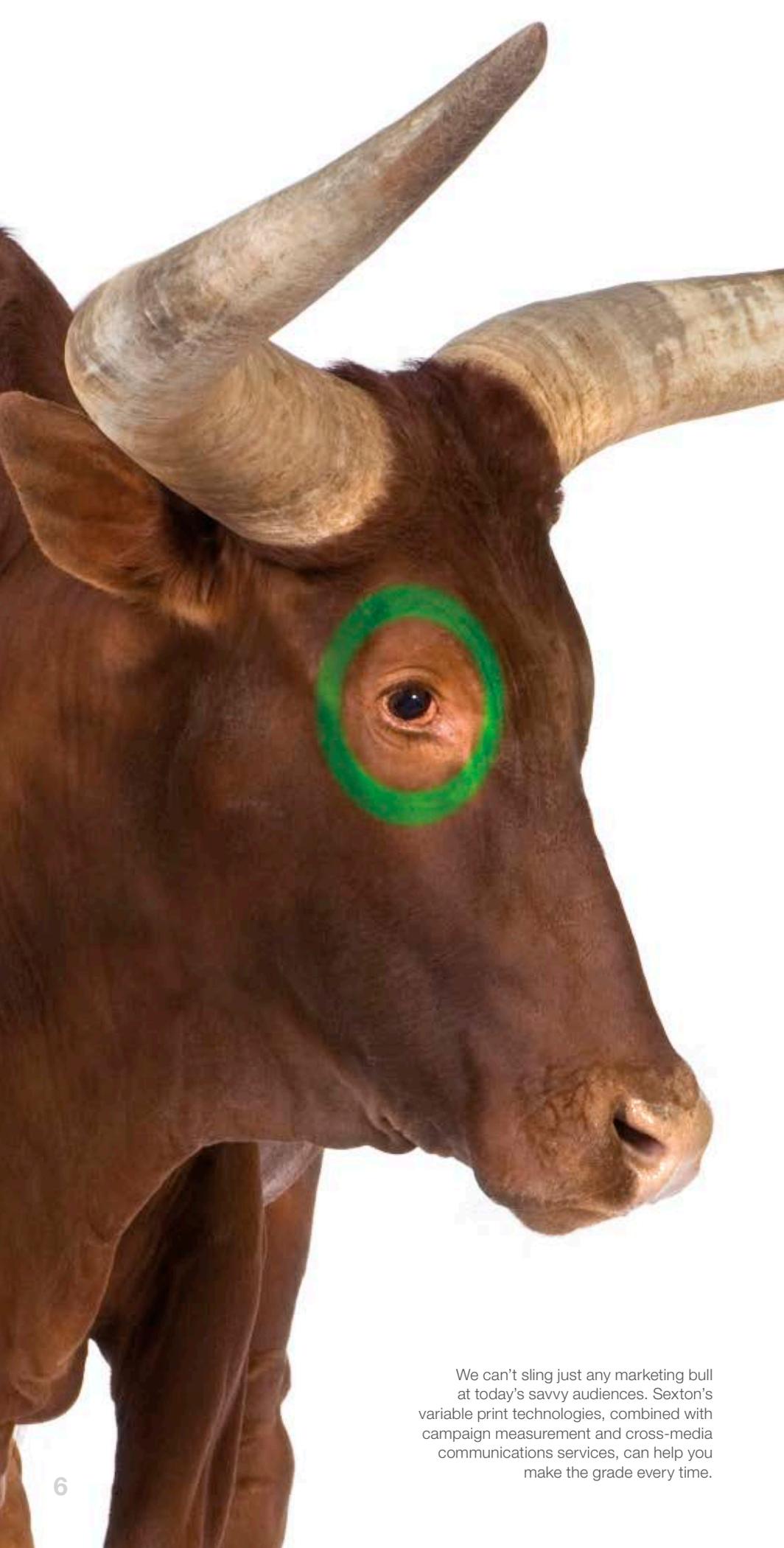
Short-run and long-run capabilities

Complete PDF workflow

Agfa Graphics Azura TS chemistry-free platemaking system

Forest Stewardship Council® (FSC®) Certified [FSC® 015173]

* G7 is a revolutionary process developed by IDEAlliance and is based on principles of digital imaging, spectrophotometry, and computer-to-plate technologies. It breaks from tradition by focusing on colorimetric data for gray balance in the midtones rather than on densitometric values for each color. More information is available at www.idealliance.org/certifications/g7-master-qualification.



We can't sling just any marketing bull at today's savvy audiences. Sexton's variable print technologies, combined with campaign measurement and cross-media communications services, can help you make the grade every time.

TODAY, YOU NEED A BULL'S-EYE

One-to-One Communications

Use Sexton's digital technologies to customize messages, personally engage audiences, and stand out from the herd. Our short-run digital printing can even increase ROI by optimizing production efficiencies and reducing waste.

And if you think digital quality can't match offset print, the output from our latest Xerox equipment is a must-see. Options include synthetic papers, pre-die-cut substrates, and even varnishlike effects using Clear Dry Ink...not to mention the color consistency achieved across print platforms with our G7 calibration.

“It's a fact—individuals respond better to communications specifically designed for them. With Sexton, we can create printed and online materials that automatically compile content from our library of images and messages. We simply make the selections in our database, and Sexton's digital technologies do the rest.” —John, Institutional Advancement

Variable, data-driven communications

Campaign tracking integration

Unsurpassed digital quality

Color consistency between traditional and digital platforms

Countless substrate options

In-line Clear Dry Ink effects



Combining a robust, creative tool set with comprehensive business functions, Sexton's secure Web-enabled portals offer you efficient ways to manage, create, customize, proof, order, and track shipments of communications collateral.

PRINT FROM ANYWHERE IN THE FIELD

Web-Enabled Efficiencies

Did you know that traditional printing accounts for only a fraction of overall marketing collateral development and distribution costs? Obsolescence, waste, redesign, shipping, and warehousing often comprise up to ten times production costs.

Sexton's Web-enabled solutions streamline workflows, eliminate several duplicate activities, and can be accessed from almost anywhere. In addition, they provide increased levels of customization and reduced inventory waste. Now, authorized personnel can have the abilities to create, customize, proof, order, and track delivery of communications materials—all while you control content and brand standards.

“From stationery to customizable literature, Sexton’s online services help us manage inventory and empower our personnel with easy access to promotional tools. It’s quick, convenient, and economical...we end up producing only the quantities needed and our creative staff has more time to work on new projects.” —Valerie, Product Manager

Order from any place, at any time

Empower personnel

Maintain brand standards

Ensure error-free production

Optimize return on investment

Minimize obsolescence

Reduce waste and warehousing requirements



Ask us how our logistics experts saved a client more than \$100,000 per year, cut their fulfillment steps in half, slashed response times, improved material trackability, and freed up one full-time employee for other needs.

WE GRADUATED SUMMA CUM LOGISTICS

Mailing and Fulfillment

Whether by the armload or truckload, Sexton's logistics experts are masterful at utilizing distribution resources and navigating the postal service's labyrinth of requirements. They'll help ensure that your communications arrive on time, intact, and as economically as possible.

“Sexton saves us thousands of dollars in postage. Look, the mail room is no place for novices...one dimension that doesn't meet strict specifications or a fold in the wrong sequence could add 40 percent or more to USPS charges. From list management to design assistance, the experts at Sexton practically pay for themselves.” —Lindsey, Assoc. Dir. of Marketing

And beyond shipping, our logistics team stands ready to perform holistic analyses of your fulfillment operations—often identifying combinations of Web-enabled services and other automations to streamline distribution. In most cases, we can accelerate fulfillment times, improve material-use tracking, trim production costs, reduce waste, and help maintain brand standards.

Sexton picks, packs, kits, and ships thousands of inventoried items every year with a documented accuracy rate of 99.99 percent.

List hygiene
National Change of Address (NCOA)
CASS-certified address coding
PAVE-certified postal presorting
Mailing strategy consultations
Design analysis
Warehousing, picking, packing, kitting, and shipping



Sexton assists clients with many technologies to complement print, including text and email campaigns, microsites, interactive publications, and video hosting.

FLUENT IN MULTIPLE MEDIA

Digital Marketing Technologies

Whether traditional or techy, we can help you deliver synchronized, integrated communications for a well orchestrated experience. And, we can incorporate response tracking to let you know precisely when recipients express interest.

When it comes to customer communications, for example, Sexton helps organizations engage audiences using several channels. We routinely coordinate print, email, text messaging, interactive flipbooks, and online microsites.

“Sometimes I miss the old days...print and mail the benefits booklets—all done. Today, our audiences demand immediacy, interactivity, and multiple platforms. While some think that everything can be accomplished simply by pressing a button, each format must be nuanced for the best user experience. Sexton helps us deliver.” —Cheryl, Member Communications

Email

Text (SMS) messaging

Interactive flipbooks

Ebooks

Publication apps

Domain name services

Video hosting

WordPress sites



Sexton's proprietary blend of à la carte marketing tools can easily enhance print and electronic communications.

MARKETING PERFORMANCE TOOLKIT

Data and Campaign Analytics

Leave yesterday's metrics in the dust. Present customized, one-to-one content. Know precisely when prospects take action. Streamline your fulfillment supply chain. Like an all-wheel communications drive, Sexton's data technologies transcend traditional campaign measurement.

Sexton-driven campaigns often utilize Personalized URL (PURL) technology and PURL landing pages. PURLs facilitate presentation of dynamic messages, data collection, visitor alerts, automated fulfillment, and activity tracking—all monitored in real time through online marketing dashboards.

What's more? Sexton can add demographic or even psychographic enhancements to your database. We also can provide value analyses, segmentation, and audience profiling to help tailor relevant messages and maximize your return on investment.

“Sexton enhanced our ability to engage previous and potential donors through fundraising appeals. After evaluating our database, they performed a value-analysis study and developed segment profiles. This new information provided an enlightened perspective for creating relevant messages and focusing our efforts.” —Jennifer, Annual Giving Director

Personalized URLs

Short URLs

Trackable phone numbers

Individual QR codes

Brandable, online marketing dashboards

Data acquisition and enhancement

Database analytics, segmentation, and profiling



From strategy and concept development to final design, Sexton's creative group provides an unbiased approach for both print and electronic communications.

TALENTED AT STRETCHING BUDGETS

Creative Support

Our creative group can help you find the perfect balance of what you know you want and what you can't exactly put your finger on. And, you'll find our creative costs to be more than competitive—not to mention the extra insight we bring from working under the same roof as printing experts. How many design firms can say that?

“Well-crafted marketing materials are critical to the success of our brand...but these days, budgets can't sustain extraneous layers of personnel or processes. The creative group at Sexton gets it. I communicate directly with the talents doing the work and the results rival those I've experienced from prominent Twin Cities agencies.” —Matt, Marketing Director

Whether for printed or electronic materials, we provide many of the same talents as big-name agencies...but without inflated egos or price tags. We view ourselves as extensions of your marketing and communications departments, helping as needed to support your workload. We certainly welcome the projects we're awarded, but don't attempt to wrestle work from your in-house staff.

Graphic design to complement your brand
Concept development and technical assistance
Copywriting and editing
Photography research and direction
Strategic marketing consultation
Direct marketing program development
Variable data and interactive campaigns
Ebooks, flipbooks, and publication apps
Publication management



We aren't newbies to secure data handling, and our HITRUST certification proves it...one more factor that distinguishes us from the competition.

WE'RE SERIOUSLY ATTACHED TO DATA HITRUST CSF Certification

When it comes to data handling, we've made substantial investments in audited procedures, equipment, and building security. In fact, when you visit our facilities, you'll need to be accompanied just about everywhere on the premises—and have a chaperone with keycard access to view especially sensitive areas. While we pride ourselves on being a friendly bunch, not even our moms get “backdoor” access.

From healthcare companies and universities to financial institutions, organizations throughout the Twin Cities entrust us with their vital information. And with our security record, you can sleep easy knowing that Sexton's on the job.

“Whether PHI materials, financial information, or promotional lists, no one wants sensitive data to fall into the wrong hands. Sexton has been rigorously audited against the latest HITRUST benchmarks. Beyond unmatched nimbleness and attention to detail, we help clients manage their third-party security compliance needs too.” —Jeff, Information Technology

Audited HITRUST CSF Certification
Third-party security compliance management
Video surveillance and keycard-protected environments
Stringent chain-of-custody procedures
Secure uploading and server storage

At Sexton, we simply want to knock your socks off with fresh ideas and great service. The key to our success? A three-tiered focus on you:

Integrity. We promise you honesty, sincerity, and strength of character in every interaction.

Service. Whatever you need, we'll bend over backward to make it happen.

Innovation. We stay current with the most advanced technologies in print, design, and marketing—so your product will never lack efficiency, style, or effectiveness.

sextonprinting

Can I trade you a lunch box for a soap box?

Sexton's not just another old-school printer. In fact, "printing" only represents a fraction of our services. From cost-saving production methods for marketing collateral to communications technologies that make promotional messages more engaging, we deliver much more than ink on paper.

I'd like to treat you and your coworkers to a box lunch* at your location in exchange for a few minutes of your time. Even after many years in the business, I still get excited about sharing ideas and solutions for improving communications effectiveness.

To sign up for a box lunch, please call me or visit www.lunchbox.transcendink.com.

Sincerely,



Tim Sexton

(651) 255-1210
tim@sextonprinting.com

* up to ten coworkers



Snap this code
to reserve your
box lunch.



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