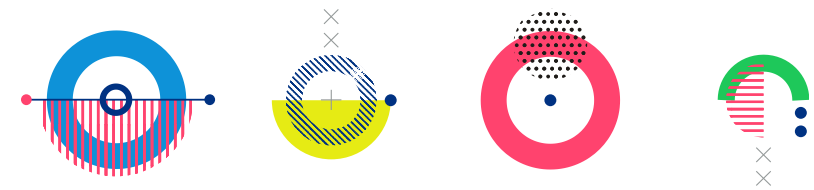
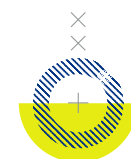
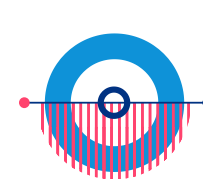


DMAW Production Day 2025, Digital Printing

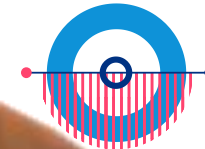
Joel F. Kaufman
Senior Account Executive
DCG ONE East



If you don't have a quiet task!???

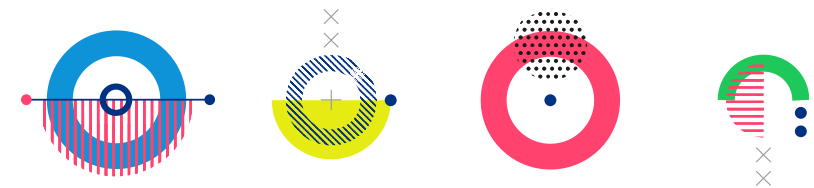


**Did I hear
paper prices
are really going
up again?**



Digital Envelope Printing

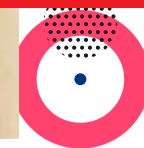
- Stocked envelopes are fed through a digital envelope printer
- If stocked envelopes are available, much quicker than converting
- Can produce variable content and static printing at the same time
- Can bleed off of all edges for most envelope sizes
- Can print right over flaps and seams on envelope backside
- Inkjet based technology
- Decent quality, small to medium size runs



DCG
ONE

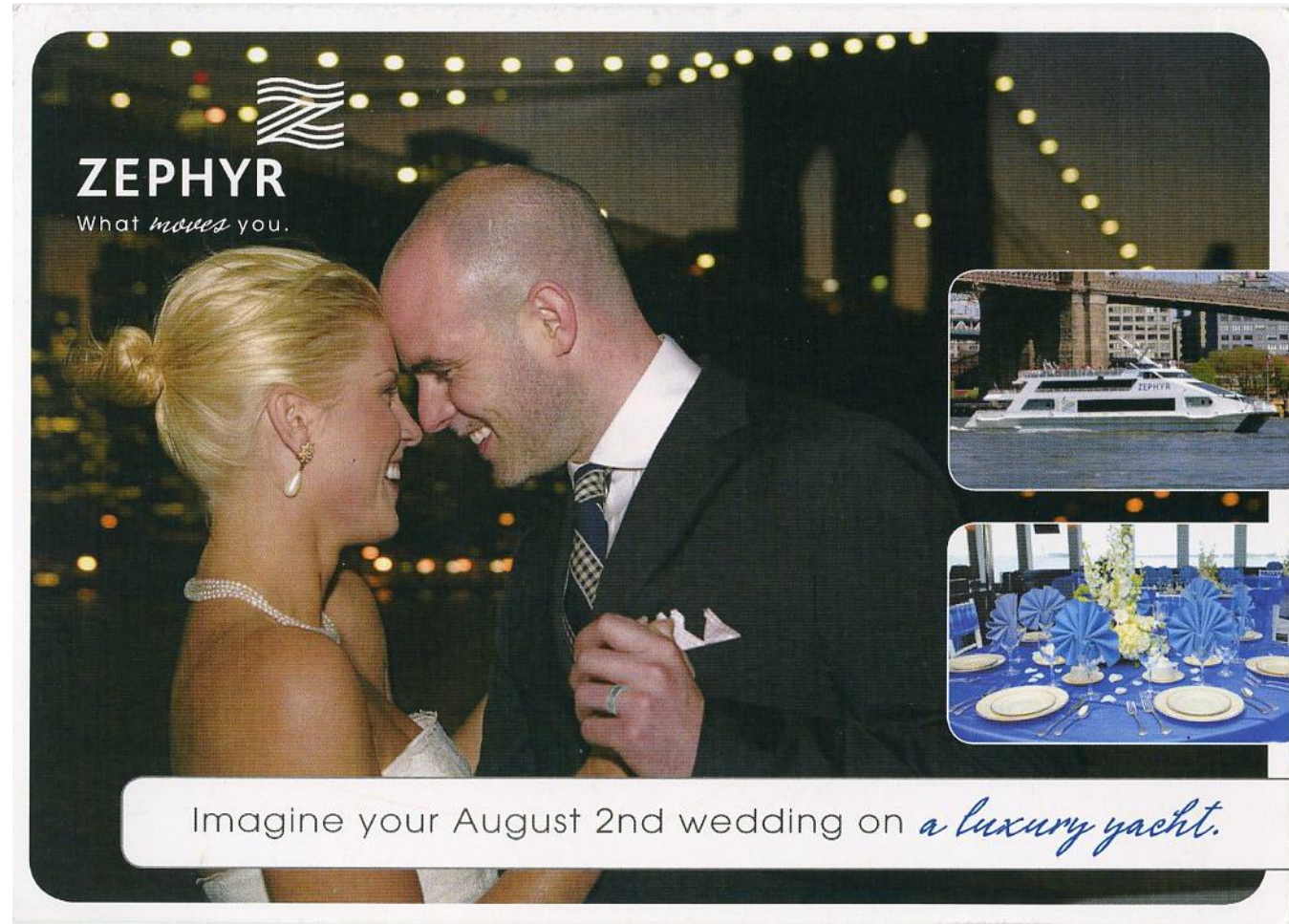
8.5" high

Up to 17" wide



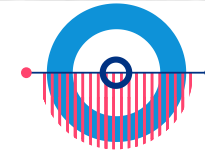
Relevant data can make a REAL impact

- Started with basic address block
- Wedding date
- Magazine wedding register



Relevant data can make a REAL impact

- Started with basic address block
- Dog breed and dog name
- Utilized secondary content to elevate data impact



Relevant data can make a REAL impact

- Started with basic address block
- Race stats data
- Utilized recipient content to elevate data impact

NICHOLAS

Your 2010 Army Ten-Miler Stats:

Net time: 1:14:46

Pace per mile: 7:29

Gun time: 1:15:23

You Placed:

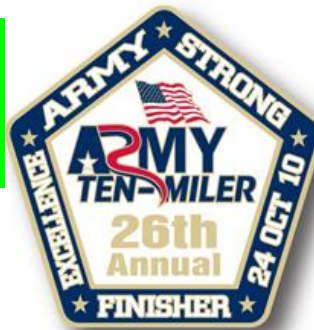
2023 of 21743 Total

67 of 228 M15-19

1758 of 12125 Men

Army Ten-Miler
103 Third Avenue SW
Bldg. 45
Washington, DC 20319
www.armytenmiler.com

PRSTD STD
U.S. POSTAGE
PAID
PERMIT No. 4205
SOUTHERN, MD



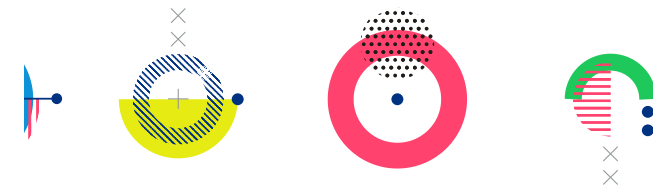
2*1*****3-DIGIT 206 **

NICHOLAS CUTTER
11339 WILDMEADOWS ST
WALDORF, MD 20601



Join us October 9, 2011 for the 27th annual ATM

Race proceeds benefit Soldier and Soldier family MWR programs.



Simple text and images

Master Page

Variable
Picture 1

At Home Town Bank we have plans that will help you plan for your future through a program of regular deposits. You set the pace. You set your future.

Only you can see your future

Variable
Text 1

We Have Savings Plans to Meet Your Needs

Database

| Given | MI | Family | Age | Mstatus | Gender | Address 1 | Address 2 | City | State | Cou |
|--------|----|---------|-----|---------|--------|-------------|------------|----------|-------|-----|
| Brian | P | Groene | 42 | M | M | 234 North | Apt. 23 | Canton | CA | USA |
| David | P | Farquar | 24 | M | M | 875 Nation | Bank Place | Norcross | NY | USA |
| Rachel | N | Nelson | 56 | W | F | 78 Shore | Beach Frnt | Miami | LA | USA |
| Donald | Y | Burns | 35 | M | M | 667 Seventh | Tower Hill | NY | NY | USA |

Rules

Rule for Picture 1

If «Age» is >21,<34, then «Image 1»
If «Age» is >34,<53, then «Image 2»
If «Age» is >53,<64, then «Image 3»

Rule for Text Block 1

If «Age» is >21,<34, "It's never too early to start planning"
If «Age» is >34,<53, "Plan now for the things you want"
If «Age» is >53,<64, "Special savings for that Special Trip"

Final Output

At Home Town Bank we have plans that will help you plan for your future through a program of regular deposits. You set the pace. You set your future.

Only you can see your future

Plan now for the things you want

We Have Savings Plans to Meet Your Needs

Mr. & Mrs. Brian Groene
234 North
Canton, NJ 13256

At Home Town Bank we have plans that will help you plan for your future through a program of regular deposits. You set the pace. You set your future.

Only you can see your future

It's never too early to start planning

We Have Savings Plans to Meet Your Needs

Mr & Mrs David Farquar
875 Nation
Charlotte, MI 48740

At Home Town Bank we have plans that will help you plan for your future through a program of regular deposits. You set the pace. You set your future.

Special savings for that Special Trip

We Have Savings Plans to Meet Your Needs

Mr & Mrs. Donald Burns
667 Seventh Ave
St. Louisa, CA 97634

Image 1



Image 2

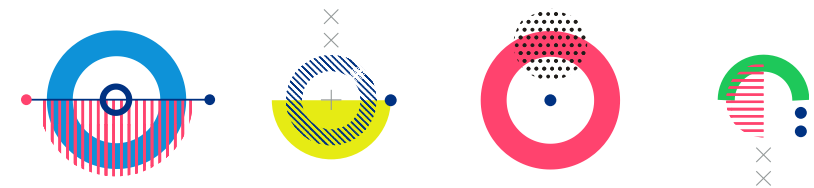


Image 3



Types of variable content printing

- Variable copy
- Variable graphics and versioning
- Variable photographs & images
- Variable content within photographs



Variable Copy

- Simple text changes from record to record
- Text can be within other graphics and/or photographs
- Font driven graphics such as postal barcodes, scanable barcodes and UPC codes
- Virtual pull f

NICHOL
Your 201
Net time:
Pace per m
Gun time:
You Place
2023 of 21
67 of 228
1758 of 12

Flintstones™ and ONE-A-DAY® Kids Multivitamins, in addition to a healthy diet, ensure that children will get the key nutrients they need to help them grow up strong and healthy.

- **SUPPORTS HEALTHY BRAIN FUNCTION*** with Choline, a nutrient found in nature in breast milk and cauliflower
- **HELPS BUILD STRONG BONES AND TEETH*** with Calcium and Vitamin D
- **SUPPORTS THE IMMUNE SYSTEM*** with Vitamin C, Beta-Carotene and Vitamin E

ALSO TRY

Flintstones™ COMPLETE
Flintstones™ SWEET GUMMIES
Flintstones™ SWEET GUMMIES

ONE-A-DAY® SWEET GUMMIES
ONE-A-DAY® SWEET GUMMIES
ONE-A-DAY® SWEET GUMMIES

MANUFACTURER'S COUPON | EXPIRES 2/28/07
SAVE \$1.00
On any Flintstones™ or ONE-A-DAY® Kids Multivitamin Product

©2006
Redeemable at Food, Drug, and Discount Stores.
CONSUMER: Void if sold, copied, transferred, altered, or auctioned. Only one coupon is redeemable per purchase and only on specified product(s) and size(s). You pay any sales tax.
RETAILER: You are authorized to act as our agent and redeem this coupon at face value on specified product(s). We will reimburse you for the face value of this coupon plus 1¢ if submitted in compliance with the Bayer HealthCare LLC Coupon Redemption Policy, incorporated herein by reference. **USE NOT CONSISTENT WITH THESE TERMS MAY CONSTITUTE FRAUD AND MAY VOID ALL COUPONS SUBMITTED.**

THE FLINTSTONES: TM & ©
SCOOBY-DOO: TM & ©
U.S. Box 280319, El Paso, TX 88068-0319
Cash value, 1/20¢ of 1¢. Good only in U.S.A.

7 2 6 7 4 6
16500 46076 8 (8101) 0 72674 0207

*This statement has not been evaluated by the Food and Drug Administration. This product is not intended to diagnose, treat, cure, or prevent any disease.
THE FLINTSTONES, SCOOBY-DOO and all related characters and elements are trademarks of and © Hanna-Barbera. (SBS)
BUGS BUNNY and all related characters and elements are trademarks of and © Warner Bros. (SBS)
©KALSIUS

Join us October 9, 2011 for the 27th annual ATM

Race proceeds benefit Soldier and Soldier family MWR programs.

FREE ROOM MON-THU
Sharon Kinney
MON-THU: SLOT1
Player ID: 9178554
Valid 6/28/10 to 7/1/10
Valid one (1) night only
Present coupon and photo ID at check-in.
Cannot be combined with other discounts. See inside for details. HC

FREE ROOM MON-SUN
Sharon Kinney
SUN-THU: SLOT1
FRI-SAT: SLOT1
Player ID: 9178554
Valid 7/5/10 to 7/18/10
Valid one (1) night only
Present coupon and photo ID at check-in.
Cannot be combined with other discounts. See inside for details. HC

FREE ROOM MON-SUN
Sharon Kinney
SUN-THU: SLOT1
FRI-SAT: SLOT1
Player ID: 9178554
Valid 7/19/10 to 8/1/10
Valid one (1) night only
Present coupon and photo ID at check-in.
Cannot be combined with other discounts. See inside for details. HC

FREE ROOM MON-SUN
Sharon Kinney
SUN-THU: SLOT1
FRI-SAT: SLOT1
Player ID: 9178554
Valid 8/2/10 to 8/15/10
Valid one (1) night only
Present coupon and photo ID at check-in.
Cannot be combined with other discounts. See inside for details. HC

\$5.00 DINING CREDIT
Sharon Kinney
Player ID: 9178554
Valid at any food outlet
Valid 6/28/10 to 7/1/10
MICROS: DM1
See inside for details. FC

\$5.00 DINING CREDIT
Sharon Kinney
Player ID: 9178554
Valid at any food outlet
Valid 7/2/10 to 7/25/10
MICROS: DM1
See inside for details. FC

\$5.00 DINING CREDIT
Sharon Kinney
Player ID: 9178554
Valid at any food outlet
Valid 7/26/10 to 8/8/10
MICROS: DM1
See inside for details. FC

\$5.00 DINING CREDIT
Sharon Kinney
Player ID: 9178554
Valid at any food outlet
Valid 8/9/10 to 8/22/10
MICROS: DM1
See inside for details. FC

\$5.00 DINING CREDIT
Sharon Kinney
Player ID: 9178554
Valid at any food outlet
Valid 8/23/10 to 8/29/10
MICROS: DM1
See inside for details. FC

Join us October 9, 2011 for the 27th annual ATM
Race proceeds benefit Soldier and Soldier family MWR programs.

Variable photographs/images

- Ideal for large volume of unique images
- Personalized QR codes
- Virtually no limit on the number of images



JoelSYR, just because you're a college student doesn't mean you have to eat like one!

Every day, students in Syracuse use this card to enjoy the best choice, value and convenience in off-campus dining!

What is OCMP?
The service leader since 1994, OCMP has been meeting the needs of college students and their parents by providing the freedom, value and quality of off-campus dining with the convenience of a cashless system.

How does OCMP work?
It all starts with the card
Upon choosing a meal plan, a personalized OCMP card is issued to the student. From this point on, the card can be used at all of the OCMP affiliated restaurants. The card is scanned by the restaurant and the value of the meal is deducted from the total number of meals on the account. It's that simple! A secure PIN number ensures that lost or stolen card cannot be used.

Convenience and security
The name of the student, the name of the restaurant, and the number of meals used are automatically logged into our central computer system. A receipt is printed displaying a record of the transaction and the student's remaining account balance. All students must sign the receipts. For your convenience and security, OCMP's customer service center is open 24/7 to assist you.

What's the benefit for students?
Freedom of choice and convenience
Students can choose from the large (and growing!) number of OCMP participating restaurants. Not being tied to on-campus dining means students can eat what they want, when they want to, and where. Delivery is available to the dorm, apartment, library or wherever, and no worries about having money to eat.

"With my OCMP account I can eat with my friends at my favorite restaurants around campus with my parent's approval. No more hurried meals, or rushing to a class far away from the dining hall!"
T. Ellis, OCMP Student Member

What's the benefit to parents?
Value and peace of mind
Parents know that money allocated for food will be spent only on food. OCMP is an excellent budgeting tool too; our meal plans allow you to plan for the entire semester. Helpful automated reminders from OCMP inform you when the balance gets low, and meals can be added and made available immediately.

"Sure my daughter has a debit card and credit card, but when OCMP came out with an off-campus account I instantly preferred this. I know the money I am giving her for food goes only for food. I can keep track of all the transactions on-line, and I get an e-mail when she gets low on meals so I can add more when she needs them. I love it!"
D. Gray, OCMP Member Parent

What's involved in signing up with OCMP?
Apply online and start enjoying all the advantages.
The application process is quick and easy. Payment can be made by check, Visa, MasterCard or Discover. Remember, OCMP can customize any plan to supplement your college or university mandatory meal plan requirements.

Available meal plans in Syracuse

| | |
|-------------------|-------------------------------|
| 21 Meal Plan | \$2175.44 incl. tax |
| 234 MEALS | 21 Meals / week per semester |
| 19 Meal Plan | \$1971.69 incl. tax |
| 266 MEALS | 19 Meals / week per semester |
| 14 Meal Plan | \$1462.27 incl. tax |
| 196 MEALS | 14 Meals / week per semester |
| 10 Meal Plan | \$1054.72 incl. tax |
| 140 MEALS | 10 Meals / week per semester |
| 7 Meal Plan | \$749.07 incl. tax |
| 98 MEALS | 7 Meals / week per semester |
| 5 Meal Plan | \$545.30 incl. tax |
| 70 MEALS | 5 Meals / week per semester |
| Supplemental Plan | \$290.59 incl. tax |
| 35 MEALS | 2-3 Meals / week per semester |

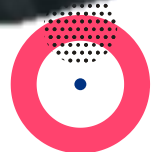
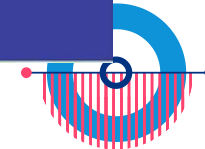
For more information or to become a member, visit
www.JoelSYRKaufman.myOCMP.com



888-211-6267

Variable graphics and versioning

- Text, graphics and photographs can change from record to record
- Design can totally change between versions (same stock and size only)
- Data work and postal considerations
- Virtually no limit to the numbers of layers



BITE INTO BOLD NEW FLAVORS

A Royal Caribbean cruise adventure is the ideal place to take your taste buds on a world tour unlike any other. Indulge in la dolce vita at Chef Jamie Oliver's acclaimed eatery, Jamie's Italian. Take a flavor-filled journey to the exotic Far East at Izumi. Find your element among the elaborate entrees at Wonderland Imaginative Cuisine. Sink your teeth into hand-cut steaks seasoned and grilled to perfection at Chops Grille™. Featuring world-class complimentary dining plus classic and avant-garde specialty restaurants — when the options are this good, there's no such thing as too many.



Truffle Tagliatelle at Jamie's Italian



Scan the QR code to find the latest information on booking flexibility and health and safety.

FIND THE AMAZING DAY AND NIGHT

There's never a dull moment onboard the most innovative ships at sea. Thrilling days of plunging down the 10-story Ultimate Abyss dry slide, ascending 300 feet high inside the North Star capsule or catching a wave on the FlowRider® surf simulator are followed by nights of Tony Award® winning Broadway musicals, gravity-defying diving shows and live concerts. Of course, day or night, you can always choose to relax and rejuvenate with a spa treatment at the Vitality™ Spa or lounge at one of many pools. The choice is always yours.



FlowRider®

TRAVEL BETTER WITH YOUR TRAVEL EXPERT

We're here to ensure your vacation exceeds all expectations.



SET SAIL FROM AFAR OR CLOSE TO HOME

Adventure of the Seas®

4 NIGHT CANADA

5 NIGHT BERMUDA

9 NIGHT EASTERN CARIBBEAN & BERMUDA

9 NIGHT CANADA & NEW ENGLAND

Sailing from Cape Liberty, New Jersey (New York Metro)

Enchantment of the Seas®

5/6 NIGHT BERMUDA

7/8 NIGHT SOUTHEAST COAST & PERFECT DAY

Sailing from Baltimore, Maryland

Anthem of the Seas®

7 NIGHT BAHAMAS & PERFECT DAY

Sailing from Cape Liberty, New Jersey (New York Metro)

Oasis of the Seas®

7 NIGHT BAHAMAS & PERFECT DAY

Sailing from Cape Liberty, New Jersey (New York Metro)

Odyssey of the Seas™

6-9 NIGHT GREEK ISLES

Sailing from Rome (Civitavecchia), Italy

Wonder of the Seas™

7 NIGHT WESTERN MEDITERRANEAN

Sailing from Rome, Italy or Barcelona, Spain

Have a Future Cruise Credit? We'll do all the work for you to turn it into your next cruise adventure. Contact us today.

30% OFF Every Guest offer must be booked between 2/12/22 and 2/28/22 ("Offer Period"). 30% OFF Every Guest offer applies to select sailings departing on or after 3/1/22. 30% OFF Every Guest provides 30% savings off cruise fare for all guests in the stateroom. Savings will be applied to cruise fare at checkout. 2022 Kicker applies to new bookings made between 2/12/22 and 2/28/22. 2022 Kicker provides instant savings of up to \$50 USD per stateroom on select sailings departing between 3/12/22 and 3/12/22. Savings amount determined by category booked and sailing length. Crown and Anchor (C&A) Bonus applies to new bookings made between 2/12/22 and 2/28/22 to Gold, Platinum, Emerald, Diamond, Diamond Plus, and Pinnacle Crown & Anchor Society members. C&A Bonus provides up to \$50 USD to spend at sea ("Onboard Credit" or "OBC") per stateroom on select sailings departing on or after 3/1/22. OBC amount is determined by sailing length. Future Cruise Credit ("FCC") Kicker applies to new bookings made between 2/12/22 and 2/28/22 with a valid FCC applied during the booking window. FCC Kicker provides an onboard credit amount of \$50 USD to spend at sea ("Onboard Credit" or "OBC") on the subsequent booking, per stateroom on sailings departing between 3/12/22 and 3/12/22. Visit royalcaribbean.com/2022 for full offer details. Offer open to residents of US, Canada, Puerto Rico and select countries in the Caribbean. Prices and offers are subject to availability and change without notice. Capacity considered, and may be withdrawn at any time. Royal Caribbean Bookings reserves the right to correct any errors, inaccuracies or omissions and to change or update fares, fees and surcharges at any time without prior notice. ©2022 Royal Caribbean Cruises Ltd. Ships registered Bahamas.

BITE INTO BOLD NEW FLAVORS

A Royal Caribbean cruise adventure is the ideal place to take your taste buds on a world tour unlike any other. Indulge in la dolce vita at Chef Jamie Oliver's acclaimed eatery, Jamie's Italian. Take a flavor-filled journey to the exotic Far East at Izumi. Find your element in elaborate entrees at Wonderland Imagine. Sink your teeth into hand-cut steaks seared and grilled to perfection at Chops Grille™. Feast on class complimentary dining plus classic and a la carte specialty restaurants — when the options are this good, there's no such thing as too many.



We Deliver For You.



SAIL FROM AFAR CLOSE TO HOME

Adventure of the Seas®

4 NIGHT CANADA

5 NIGHT BERMUDA

9 NIGHT EASTERN CARIBBEAN & BERMUDA

9 NIGHT CANADA & NEW ENGLAND

Sailing from Cape Liberty, New Jersey (New York Metro)

Enchantment of the Seas®

5/6 NIGHT BERMUDA

SOUTHEAST COAST & PERFECT DAY

Sailing from Baltimore, Maryland

Anthem of the Seas®

10 NIGHT BAHAMAS & PERFECT DAY

Sailing from Cape Liberty, New Jersey (New York Metro)

Oasis of the Seas®

10 NIGHT BAHAMAS & PERFECT DAY

Sailing from Cape Liberty, New Jersey (New York Metro)

Odyssey of the Seas®

6-9 NIGHT GREEK ISLES

Sailing from Rome (Civitavecchia), Italy

Wonder of the Seas®

10 NIGHT WESTERN MEDITERRANEAN

Sailing from Rome, Italy or Barcelona, Spain

Use Credit? We'll do all the work for you to turn your next cruise adventure. Contact us today.



Scan the QR code to find
on booking flexibility and help

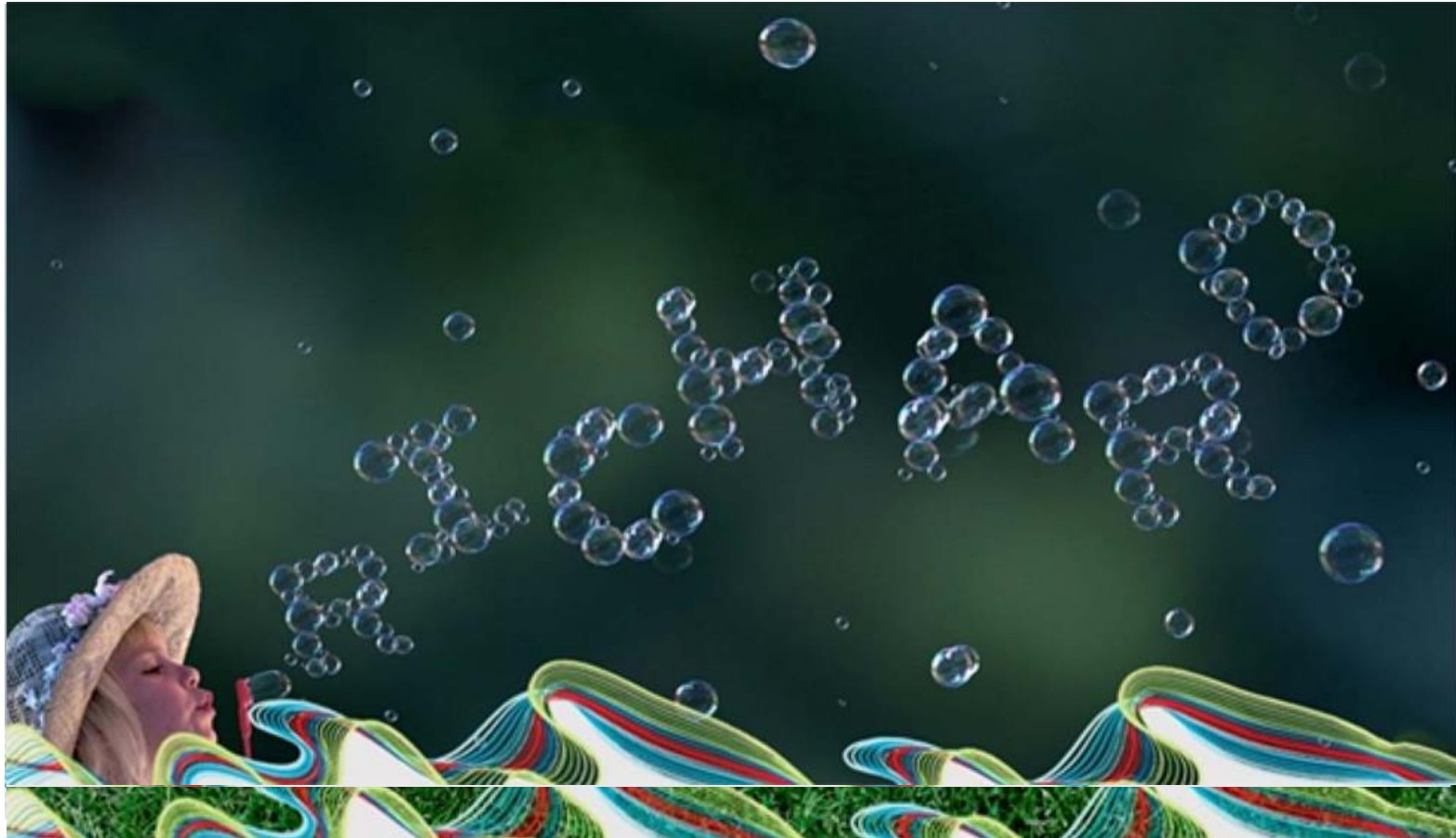


We Deliver For You.

Between 2/15/22/22 ("Offer Period"), 30% OFF Every Guest offer applies to select sailings departing on or after 2/15/22. Savings off cruise fare for all guests in the stateroom. Savings will be applied to cruise fare at checkout, 2022. Offer is subject to availability and change without notice. Offer open to residents of US, Canada, Puerto Rico and select countries in the Caribbean. Prices and offers are subject to availability and change without notice. Offer may be withdrawn at any time. Royal Caribbean International reserves the right to correct any errors, inaccuracies or omissions and to change or update fares, fees and surcharges at any time without prior notice. ©2021 Royal Caribbean Cruises Ltd. Ships registered in Bahamas.

Variable content within photographs

- Allows for powerful visual differentiators
- Can use exiting fonts/graphics or create your own



Complex Digital Printing

Personalized Viewbook (part of a cross media campaign)

- Variable copy
- Variable versioning
- Variable photographs



Quality Oriented Digital Production Workflows

- High quality, variable copy, advance copies, quick turns
- Reverse quality issues because of minimal dot gain
- Reverse quality issues on very textured sheets
- No inks
- Color management especially on running heads

**Build Consumer
Confidence With CARFAX®**

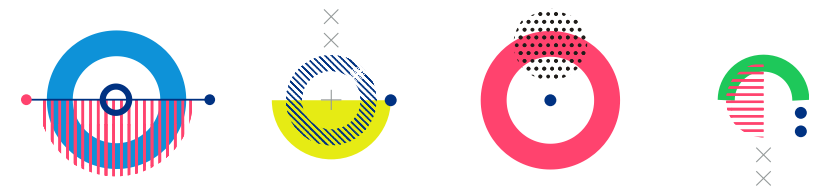


Get the most from your CARFAX partnership.



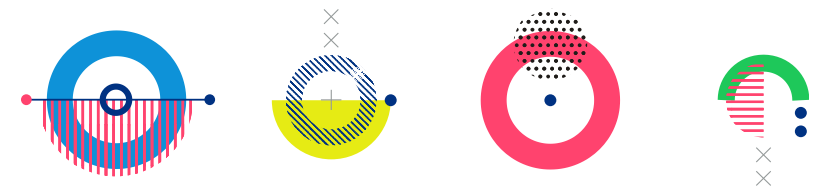
Different variable content imaging workflows

- Offline Inkjetting
- Inline Inkjetting
- Cut sheet laser
- Fanfolded laser
- Roll to roll laser
- Digital printing presses
- Digital envelope printers
- Digital web presses



Factors to determine your project workflow

- Quantity
- Turnaround/mail date
- Size of piece to be imaged
- Size of area to be imaged
- Stock constraints and availability
- Down stream production considerations
- Color of variable content
- Multiple matches with read/read or read/write



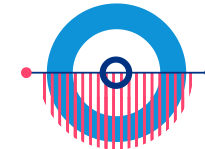
Whew, I can
relax. I sent the PO

Hold on there
Einstein! Paper
price is set when
it delivers,
not when ordered.
What do?

#&^@

The client
was a
appro

What can I do?



Does History repeat itself?

03 2024
March

| February | | | | | | | April | | | | | | |
|----------|----|----|----|----|----|----|-------|----|----|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | | | 1 | 2 | 3 | | 1 | 2 | 3 | 4 | 5 | 6 |
| 4 | 5 | 6 | 7 | 8 | 9 | 10 | 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 11 | 12 | 13 | 14 | 15 | 16 | 17 | 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 18 | 19 | 20 | 21 | 22 | 23 | 24 | 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 25 | 26 | 27 | 28 | 29 | | | 28 | 29 | 30 | | | | |

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| 25 | 26 | 27 | 28 | 29 | 1 | 2 |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 |
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |

04 2024
April

| March | | | | | | | May | | | | | | |
|-------|----|----|----|----|----|----|-----|----|----|----|----|----|----|
| S | M | T | W | T | F | S | S | M | T | W | T | F | S |
| | | | | 1 | 2 | 3 | | | | | | | |
| 3 | 4 | 5 | 6 | 7 | 8 | 9 | 5 | 6 | 7 | 8 | 9 | 10 | 11 |
| 10 | 11 | 12 | 13 | 14 | 15 | 16 | 12 | 13 | 14 | 15 | 16 | 17 | 18 |
| 17 | 18 | 19 | 20 | 21 | 22 | 23 | 19 | 20 | 21 | 22 | 23 | 24 | 25 |
| 24 | 25 | 26 | 27 | 28 | 29 | 30 | 26 | 27 | 28 | 29 | 30 | 31 | |
| 31 | | | | | | | | | | | | | |

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday | Saturday |
|--------|--------|---------|-----------|----------|--------|----------|
| 31 | 1 | 2 | 3 | 4 | 5 | 6 |
| 7 | 8 | 9 | 10 | 11 | 12 | 13 |
| 14 | 15 | 16 | 17 | 18 | 19 | 20 |
| 21 | 22 | 23 | 24 | 25 | 26 | 27 |
| 28 | 29 | 30 | 1 | 2 | 3 | 4 |

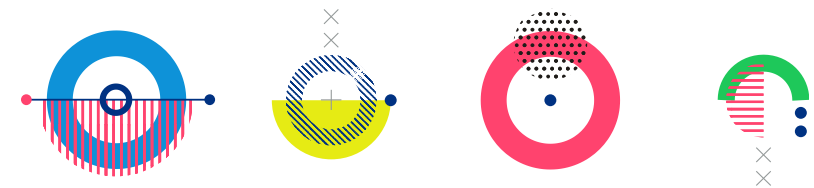
Paper ordered 3/29/24, at X dollars

Paper received 4/11/24, and billed at X dollars + 5% to + 8% more

2022 all over
again!

What can you do about this?

- There's nothing you can do about the paper increases and longer lead times
- Ask for mill letters to justify the cost increases to your clients
- Must be proactive and plan way ahead; 4-6 months on your projects and commit to the paper purchase even though the price could be a moving target
- Be flexible with paper alternatives that can be secured, even if this means changing the job specifications (stock, size or intended workflow)
- If your printer can't get the stock you need, check around with multiple suppliers who may have inventory of what you're looking for even when the mills and merchants do not



What can you do about this?

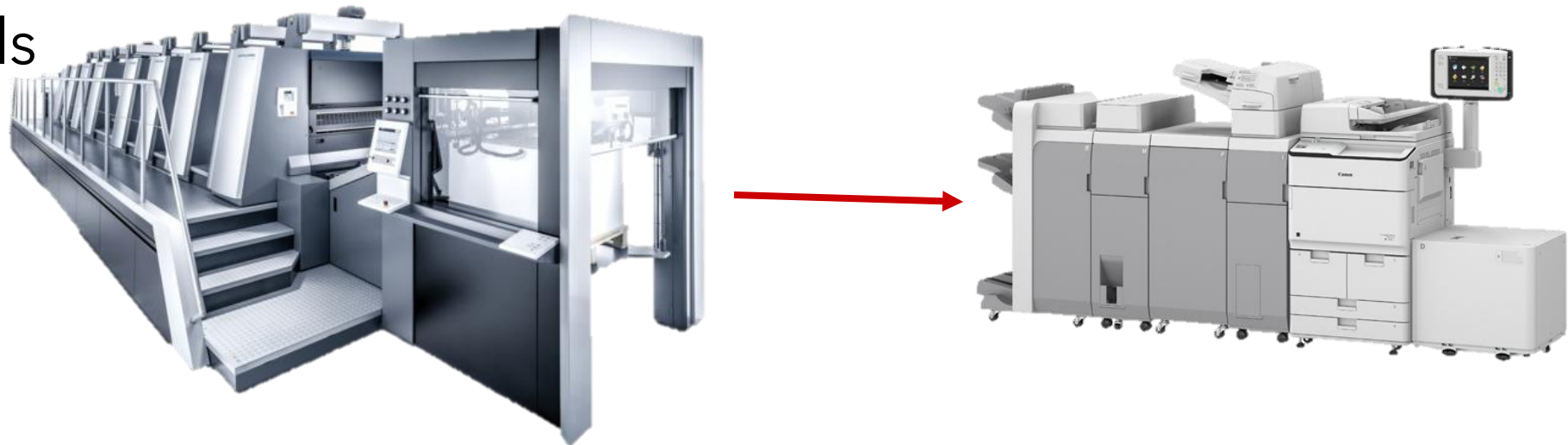
Plan B:

Print and Image
Digital Web sheet
press



Plan C:

Print sheetfed shells
Cut sheet laser



~~DIAGNOSTIC~~

750,000 buckslips

Available sheets 25" x 38"

70# FSC gloss text

24-out with bleeds

35,050 sheets needed

25"

C'mon Man!

**You have got to
be kidding me!**

What can I do?

35" 38" 40"

What can you do about this?



2020 Annual Fund
Campaign

May 4, 2020

...why people like you should give to BBYO, he said matter-of-factly,
"Belonging."

...their lives when nearly every teen searches for a sense of
...as simple as a gift to BBYO delivers that

12"

18"

was available when
we quoted this!

What happened?

~~18" is no longer available:~~

option: Stock available when quoted

8.5 x 14, roll to roll shells
Can get 12" rolls with order

Offline image
now

2 up, 18" rolls
8.5 x 14, roll to roll shells

Offline image

1 up, 18" rolls

What can you do about this?



Did you say tariffs?

- What can I do?
- For paper, ask suppliers if they buy from domestic or International mills
- Ask paper mills for client forward documentation that can be presented to clients if you are asked
- For branded merchandise, get alternative domestic pricing ...the differential between China produced products may not be as substantial during these tariff exchanges.



Don't get stressed out with handling your 2025 campaigns



Any Questions???

