



INFINITE POSSIBILITIES

## What Makes Us Different

Founded in 1989, Paragraph has steadily grown and adapted to changing market conditions to become one of the most respected integrated print, document management and digital media companies in the industry. Focused on quality and customer service solutions that are efficient, cost effective and innovative, Paragraph continually delivers exceptional products and services to our wide range of loyal customers that are industry leaders in the financial, manufacturing, distribution, health, pharmaceutical, cosmetics, education and retail sectors.

We recognize that simply being a traditional printer is not sufficient to meet the many business needs of companies in today's world of digital communications. That's why Paragraph has developed integrated products and services where your printed documents become the essential component to your digital communications. Our approach maximizes your investment in printing by providing you with print asset conversion to multi-platform digital media and document management. In addition, we can combine the power of print and new media by personalizing all aspects of your communications, managing your database and using the latest available technology to ensure you receive the maximum ROI from your multi-platform communication strategy.

## Our Purpose

TO OPTIMIZE PRINTING TECHNOLOGIES AND THE POWER OF DIGITAL MEDIA SOLUTIONS IN ORDER TO INCREASE THE EFFECTIVENESS AND PERFORMANCE OF YOUR COMMUNICATIONS.

## Our Commitment to Customers

ENSURE ALL YOUR PROJECTS ARE EXECUTED WITH EFFECTIVENESS AND SIMPLICITY.  
APPLY OUR PASSION AND DEDICATION TO THE SUCCESS OF YOUR BUSINESS INITIATIVES.  
STRETCH OUR BOUNDARIES AND PERFORM WITH INTENSITY AND FLEXIBILITY.  
MAINTAIN AN UNWAVERING COMMITMENT TO CONTINUOUS IMPROVEMENT.  
EXECUTE YOUR MARKETING STRATEGIES BY COMBINING THE POWER OF DIGITAL MEDIA SOLUTIONS WITH PRINTED MATERIALS.



PROPELLING  
YOUR BUSINESS

# COSMETICS IS YOUR THING.

AS A CONSUMER, COSMETICS, MANUFACTURER OR DISTRIBUTOR, YOU KNOW THE IMPORTANCE OF GETTING YOUR BRAND AND PRODUCTS RECOGNIZED, AND THE INCREASED PRESSURE THE GLOBAL ECONOMY HAS PUT ON EFFICIENT AND EFFECTIVE PRODUCTION AND COST CONTROL. AT PARAGRAPH, WE RECOGNIZE THE CHALLENGES YOU FACE AND HAVE DEVELOPED OUR PRODUCTS AND SERVICES TO HELP YOU MEET THESE CHALLENGES. AS A FULLY INTEGRATED SUPPLIER OUR CUSTOMIZED SOLUTIONS ARE FLEXIBLE AND GUARANTEED TO MAXIMIZE YOUR ROI.

## Our Products and Services

Signage and merchandising for POS – large format printing

Office materials – business cards, letterhead, pocket folders, forms and stationary including online ordering

Promotional tools – direct mail, flyers, inserts, coupons, posters

Employee communications

Customer communications

Printed material personalisation according to the store, region and customer base

Archiving and direct access to all marketing and communication documents in digital format

Customer loyalty programs – printed, email distribution, newsletters in HTML and mobile formats

Traditional printing

Presentation and sales materials

Instruction sheets, booklets and manuals

Forms

Training and sales manuals

Personalized catalogues, directories and brochures printed on demand

Packaging, labelling and product documentation

Promotional Items

Tradeshow materials

## Benefits of Our Solutions for Your Business

Increased brand recognition and sales

Increased revenue

Establish one-to-one relationships with customers through personalized communications

Improved customer loyalty and satisfaction

Increased performance of marketing materials through the effective use of colour and personalisation

Reduced costs and marketing material obsolescence by using print on demand

Reduced customer support costs

Increased ROI on marketing, promotion and loyalty programs

Increased effectiveness and reduced costs through multiplatform communication using digital media

Centralized and easy access to materials through effective document management

Improved cost control on product packaging, documentation and labelling

Increased efficiency of supply and distribution chains



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