



## 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

# YOU'RE SPECIALIZED IN PHARMACEUTICAL.

COMPANIES IN THE PHARMACEUTICAL INDUSTRY FACE SEVERAL CHALLENGES TO IMPROVE PRODUCT AWARENESS, SALES AND REGULATORY COMPLIANCE AND DISCLOSURE. ITS ONE THING TO PROMOTE PRODUCTS TO CONSUMERS FOR IN-PHARMACY OTC PRODUCTS AND QUITE ANOTHER TO GET YOUR PRESCRIPTION BRANDS RECOGNIZED AND ADOPTED BY PHYSICIANS. AT PARAGRAPH, WE CAN HELP YOU ACHIEVE THESE GOALS WITH BOTH TARGET GROUPS BY MAXIMIZING THE EFFICIENCY OF YOUR DOCUMENTS AND PRINT MATERIALS, TO INCREASE BRAND AWARENESS AND IMPROVE CUSTOMER LOYALTY. 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, posters, product pamphlets and brochures

Employee communications

Personalized customer communications

Printed material personalisation according to the pharmacy and physician territories and customer base

Patient information materials

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

Packaging, labelling and product documentation and instructions

Traditional printing

Presentation and sales materials

Personalized sampling kits and distribution to physicians and pharmacists

Forms

Employee, training and sales manuals

Personalized brochures printed on demand

Promotional items

## 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

Use of a partner with secure facilities and required accreditation



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