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# Commercial Print

A timeless medium meets state-of-the-art technology



## The Top 3 Challenges of Commercial Print

Many companies underestimate the amount of money they spend on printed materials each year — and how much of that spend was unnecessary. When it comes to buying commercial print, three common challenges stand out:



### CHALLENGE #1 Matching Your Needs to the Right Technology

Companies often gradually outgrow their print partners and spend far more on print than necessary, simply because projects are being run inefficiently. The key is to always match each project to the right printing press technology.



### CHALLENGE #2 Maintaining Speed and Quality at a Competitive Price

The idea that you can't have speed, quality and low prices at the same time no longer applies to commercial print. Having access to a large, distributed network of digital and offset presses makes it possible to enjoy all three without any compromises.



### CHALLENGE #3 Selecting the Right Logistics and Warehousing Partner

What happens after an item is printed often spells the difference between efficiency and waste. To reduce your total cost of ownership year over year, you need to streamline your warehousing, kitting and shipping operations, too.

## At Last, You Can Have it All

Taylor continuously invests in the latest print technologies to provide a commercial print solution that overcomes these challenges and eliminates the compromises.



### High Value

Our distributed digital print network allows nationally competitive pricing.



### High Quality

Taylor's technology stack ensures a perfect match between press and project — every time.



### Fast Turnaround

Geographic dispersion accelerates speed to market and reduces shipping costs.

## Flexible Technology

- Digital presses
- Sheet-fed
- Web-fed

## Mailing Services

- Mail Tracking
- Postal optimization
- Variable print capabilities

## Precise Finishing

- Collating
- Die cutting
- Engraving
- Folding
- Gluing
- Hand bindery
- Kitting
- UV Coatings

## By the Numbers



Commercial  
Print Facilities



Hours



Days a Week



**1.3**  
MILLION  
Sq. Ft. of Space



**4** Print Certifications  
FSC, G7, HITRUST,  
HIPAA, and Soc2 Type2



BOOKS

CATALOGS AND MAGAZINES

MARKETING COLLATERAL

PACKAGING

## Books

Taylor prints millions of books each year and invests in the latest hard and softcover bindery technologies.

- Adhesive bound
- PUR-bound
- Smyth® sewn books
- Turned-edge covers
- Side sewing

## Catalogs and Magazines

Taylor's vast nationwide production network enables us to produce high-quality catalogs and magazines in quantities large and small.

- Layflat/otabind
- Perfect binding
- Plastic comb
- Saddle stitching
- Wire-O® systems

## Marketing Collateral

Whether digital or offset, we match each project to the right print technology to create marketing materials that are on brand and on budget.

- Brochures and sell sheets
- Coupons and flyers
- Folders and inserts
- Sales kits
- Table tents

## Prime Labels and Packaging

From labels that decorate your products to packaging that stands out on the shelf, everything can be produced by Taylor with brand-building precision.

- Custom folding cartons
- Food traceability solutions
- Prime and point-of-sale labels
- Printed pouches
- Shrink sleeves and coverwraps



## Direct Mail

Taylor has been putting printed materials directly into consumers' hands for decades. One of the largest and most sophisticated direct mail marketers in the nation, we print and mail more than two billion pieces annually and maintain a Gold Level USPS® rating.

Whether you are looking to acquire new customers, cross-sell new services or deepen existing relationships, Taylor can manage your direct mail needs from end to end.



### Data Analytics

Taylor uses a variety of specialty data sources to create audience segmentation strategies, custom scoring models and more.



### Hyper-Personalization

Data-driven hyper-personalization techniques empower you to speak to customers 1:1, driving higher engagement and ROI.



### Intelligent Inserting

Taylor's state-of-the-art inserting capabilities enable variable page counts and different inserts in one mailstream.



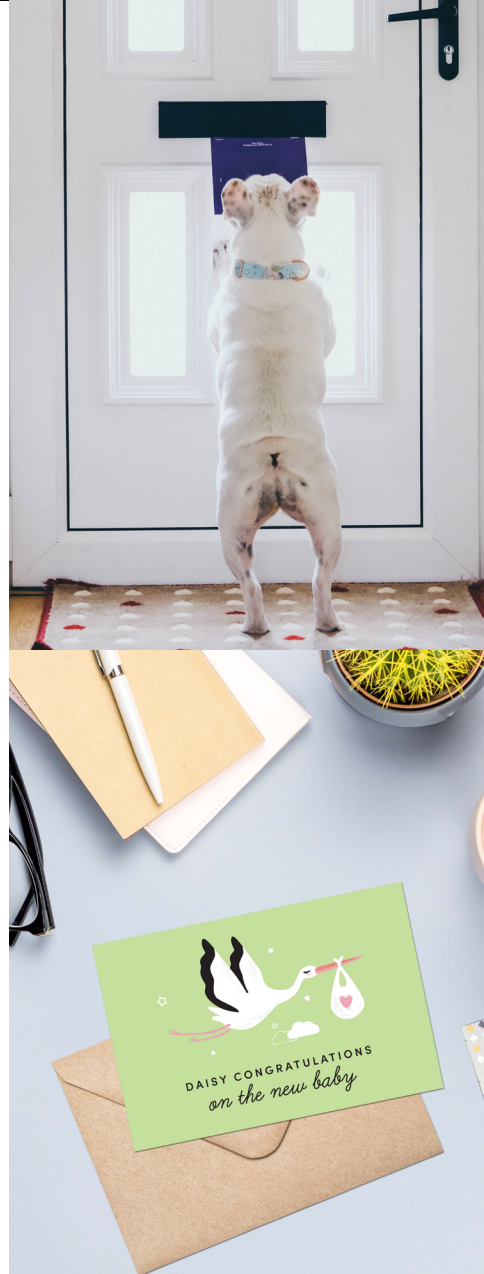
### Postal Optimization

Our in-house postal experts optimize mailing lists while evaluating destination discounts to lower your postage and freight costs.



### Secure Communications

Taylor has a separate business group dedicated to secure communications such as statements, invoices, contracts and checks.



## The Marketing Advantage Program (MAP)

Taylor's Marketing Advantage Program (MAP) is a data-driven solution that allows us to personalize marketing materials for customers known to be in-market for a particular product or service. Taylor layers demographic and geographic data to help you target the right audience at the right time with exactly the right message — dramatically increasing your conversion rates.

MAP seamlessly manages both printed and digital media to create a true omnichannel brand experience, enabling you to convert shoppers into buyers through multiple touchpoints.



### Reach

Reach in-market customers quickly with relevant information.



### Deploy

Deploy data-driven communications to entice customers to convert.



### Synchronize

Synchronize online and offline campaigns to maximize results.



### Track

Track ROI through our Active Performance Measurement tools.

### Case In Point

## Multi-Touch Campaign Drives Customer Retention

### Challenge

A large supplemental insurance company was struggling with high lapse rates after the first year of coverage. The absence of a formalized customer communications program meant that agents rarely communicated with new customers after the sale. As a result, customers gradually disengaged from the brand and allowed their policies to expire rather than renew.

### Solution

Taylor developed a multi-touch direct mail campaign that reached each new customer immediately after the purchase and continued with additional contacts throughout the year. The goal was to reinforce the purchase decision and provide reminders of the product's value. Communications included:

- A quarterly newsletter
- Personalized postcards
- Holiday greeting cards
- Referral requests
- Letter packages with keepsake items
- Refrigerator magnets with customer care information

### Results

The direct mail campaign created and managed by Taylor outperformed all expectations.

#### CUSTOMER RETENTION

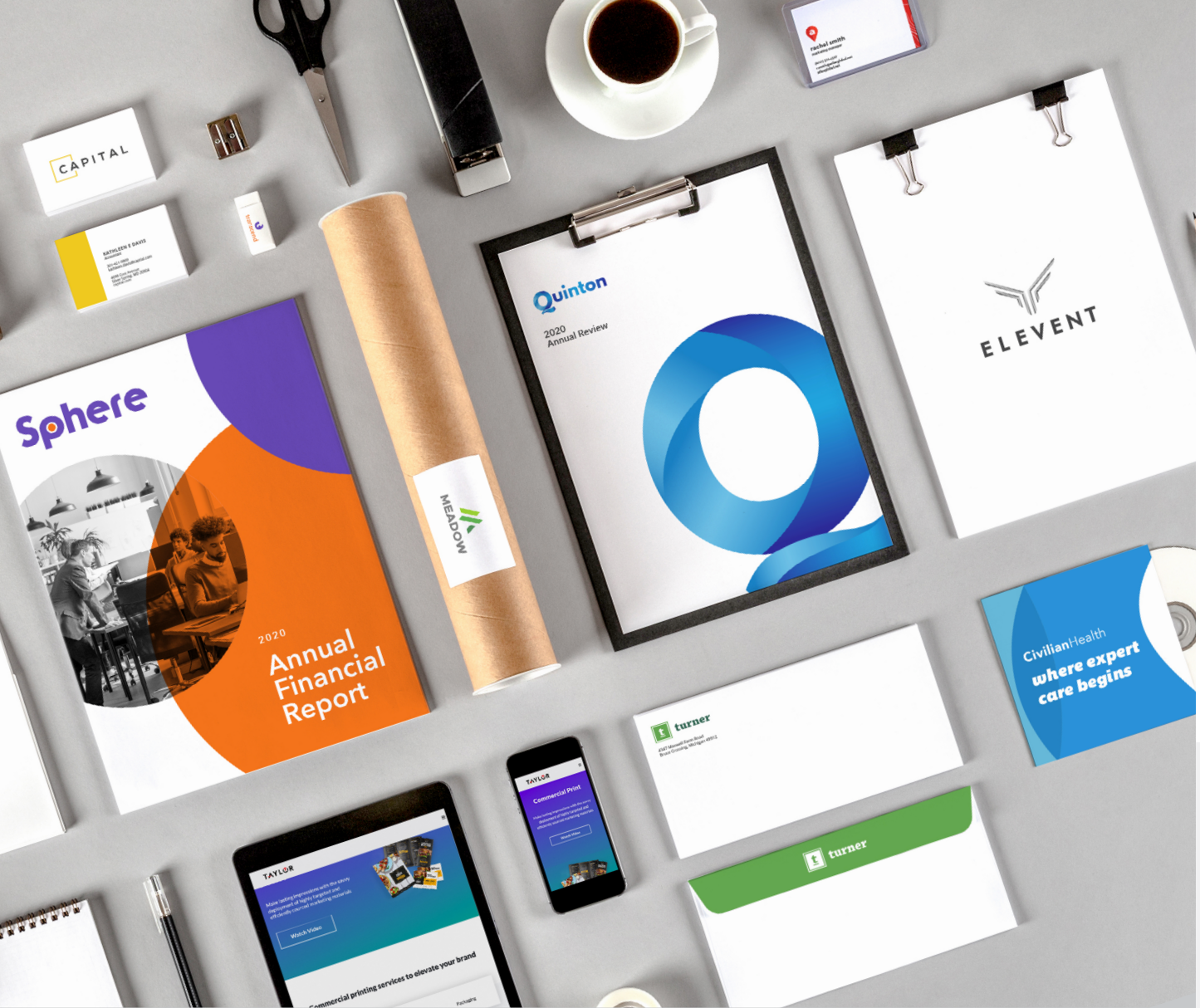
Customer retention increased 9% versus a program goal of 3%.

#### RELATIONSHIP BUILDING

Those receiving communications held 36% more policies than the control group.

#### INCREASED REVENUE

Annual premium values increased nearly \$7 million.



# Learn More

Find out how Taylor is using industry-leading technology to revolutionize commercial print. Contact your Taylor representative to learn more.

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