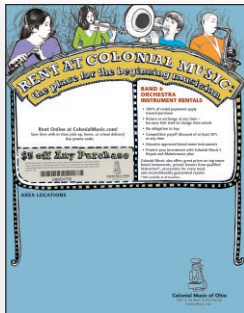


National Brands

Support your local sales offices, stores and franchisees with custom marketing materials, and watch sales grow.

Your brand is your business, and promoting, protecting and preserving it is your business imperative. But you have hundreds or thousands of stores and franchisees who want marketing materials to be customized for *their location*. How do you satisfy everyone, while delivering marketing pieces that meet your exact standards? You need an easy, affordable solution. You need Custom Print Now.



Keep control AND give your local stores autonomy.

Through the use of templates, you maintain strict control over the designs, offers and content of every item ordered. You can review all orders before they're placed, and automatic reports allow you to track who is ordering what. You can also track campaign effectiveness, usage and production costs.

Your stores can create local marketing campaigns that take minutes to produce—not days! Our budget-conscious system lets them control cost and eliminate waste, while a built-in approval process saves staff time and effort.

With Custom Print Now, you manage the product manufacturing, overall brand and messaging, while affiliate locations enjoy the autonomy to promote your brand on a local basis.

Give them a local marketing resource.

Custom Print Now uses web-to-print technology to place customization and ordering at the fingertips of your local stores. Perfect for retailers and franchisors, Custom Print Now makes it easy to procure custom marketing pieces you have designed and approved, while tailoring the piece with as much localized content as you permit.

WHY CUSTOM PRINT NOW?

The Corporate Office will enjoy:

- **Brand and quality control**—templates are centrally produced and approved, assuring your brand, message and design are consistent.
- **Flexible and extendable**—it's easy to set up local offers and campaigns—just create and upload the template and the local store can do the rest.
- **Easy to implement**—designed for your users in your environment. All they need is a browser.
- **Affordable**—no license fees or expensive software to implement.
- **We handle everything**—ordering, printing, mailing and fulfillment. You get out of the business of creating custom sales campaigns!

Your local stores/offices will enjoy:

- **Store-specific offers, text and images**—makes for a more "localized" piece, which delivers a more relevant offer to their target audience.
- **Fast and easy**—Secure, on-line ordering allows them to order 24x7.
- **Money savings**—multiple store locations are ganged together so that you eliminate waste, while leveraging batch printing efficiencies and quantity purchasing powers.
- **Local direct mail campaigns**—stores can upload their mailing lists or choose from lists supplied by the parent company.

What is "Web-to-Print?"

Web-to-print combines the convenience of the Web and the effectiveness of printed materials to create the perfect solution for your organization's headquarters and store or franchisee locations. With Custom Print Now, you create custom online product templates for all your printed materials, and with a few clicks, you, your employees and your affiliates can produce and send professional printed material without leaving their computer.

Custom Print Now develops a custom Web-to-Print solution that works in any hardware or software environment, without expensive implementation or training.

How does it work?

Using your corporate brand identity elements (logos, color palettes, etc.), Custom Print Now builds a site that is easy for your user community to understand and to use. You submit approved marketing pieces, artwork, pricing, etc. and we do the rest. The site will operate according to your specifications in your user environment.

The user will simply:

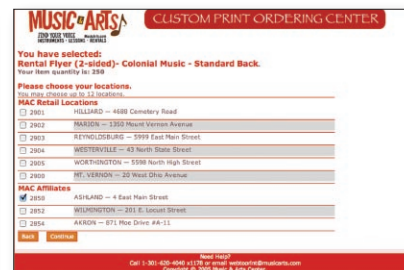
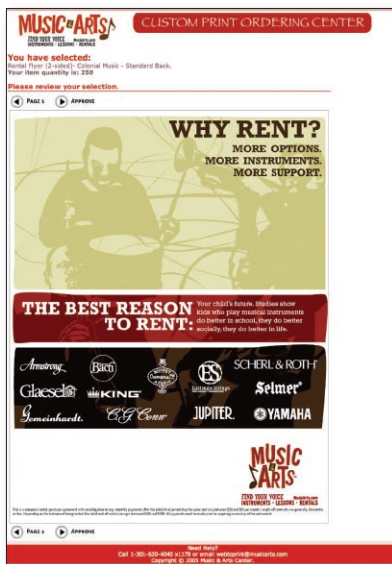
- Step 1:** Select product
- Step 2:** Choose options
- Step 3:** Customize
- Step 4:** Proof and Approve order
- Step 5:** Checkout (credit card optional)
- Step 6:** Track order status/review reports

Give each store a local marketing resource center for ordering:

- Postcards
- Business Cards
- Newspaper Ads
- Stationery
- Invitations
- Signs, Banners
- Event and Sale Posters
- Promotional Items
- Point of Purchase Displays
- Ad Speciality Items

"If you need to save money, make money, protect your brand, or satisfy the needs of your local stores... you need Custom Print Now."

– Willie Brennan, Founder and CEO



Music and Arts corporate store spent hundreds of hours customizing local store sales sheets. With Custom Print Now, the local stores and franchisees create their own custom sales sheets, flyers and discount offers. Corporate store controls the coupon offerings.



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About Custom Print Now

Custom Print Now provides highly customized solutions designed to help organizations manage and deliver custom marketing materials to their various offices, affiliates or strategic partners. Our clients include sales organizations, non-profits, charitable organizations and franchises—anyone with the need to deliver timely, customized print, electronic collateral or direct mail materials to various groups of stakeholders. We help reduce costs, generate more revenue, and maintain control over your brand while delivering the customized marketing piece that your local office or affiliate desires.

To learn how our solution will have a positive impact on your organization, ask us for a free demonstration today!