

# National Brands with Dealers

## Support your dealers and sales channel with custom marketing materials and watch sales grow!

Your brand is your business, and promoting it effectively via your sales channel is your business imperative. But how do you give hundreds or thousands of dealers the ability to co-brand your marketing materials, while protecting the integrity of your brand and message? You need an easy, affordable solution. You need Custom Print Now.

### Give your Dealers a safe local marketing resource.

Custom Print Now uses web-to-print technology to place customization and ordering at the fingertips of your dealers or sales partners. Perfect for any company who relies on a sales channel, Custom Print Now makes it easy to procure custom marketing pieces you have designed and approved, while tailoring the piece with their co-branded elements such as logo, address, etc.

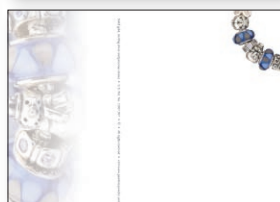
### Keep control AND give your sales channel autonomy.

Through the use of templates, you maintain strict control over the designs, co-branding options 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, and usage of co-marketing funds.

Your dealers 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 their time and effort.

With Custom Print Now, you manage the overall brand and messaging, while your sales channel enjoys the autonomy to promote both your brand and their own on a local basis.



### 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 additional pieces and campaigns—just create and upload the template and your sales channel 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 co-branded materials!

#### Your sales channel will enjoy:

- **Co-branded offers, text and images**—dealers select their logo, address, and pre-written or custom text.
- **Fast and easy**—Secure, on-line ordering allows them to order 24x7, using a credit card for payment.
- **Money savings**—multiple orders are ganged together, while leveraging batch printing efficiencies and quantity purchasing powers.
- **Local Direct Mail campaigns**—dealers can upload their mailing lists or choose from lists supplied by a national list 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 corporate marketing department. With Custom Print Now, you create custom online product templates for all your printed materials, and with a few clicks, you, your sales channel or your dealers 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?

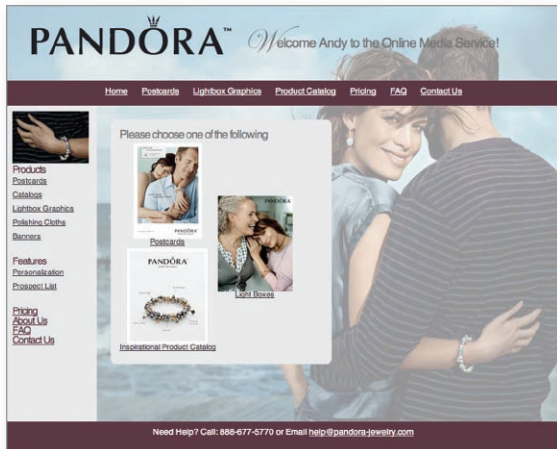
Using your corporate brand identity elements (logos, artwork, photos, etc.), Custom Print Now builds a site that is easy for your user community to understand and to use. You submit approved marketing pieces, artwork, pricing, etc. and we do the rest. The site will operate according to your specifications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

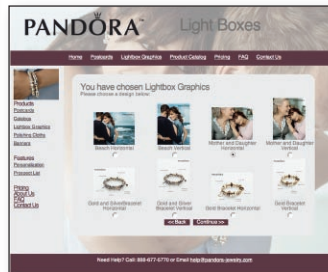
### Give your sales channel a local marketing resource center for ordering:

- Postcards
- Catalogs
- Newspaper Ads
- Business Cards
- Invitations
- Signs, Banners
- Event and sale posters
- Ad Specialty Items
- Direct Mail
- Promotional Items



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

– Willie Brennan, Founder and CEO



Pandora Jewelry experienced a rapidly growing network of dealers. To keep up with their co-branded marketing needs, Custom Print Now created this site for ordering of collateral, direct mail and ad specialty items.



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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!