

# KEEP YOUR MARKETING ON TARGET

FOLDERS ARE A VERSATILE AND PRACTICAL CHOICE FOR ALMOST ANY BUSINESS

## AUTOMOTIVE



### TARGET YOUR COMMUNICATIONS:

- Automotive Dealers
- Vehicle Manufacturers
- Car Insurance
- Repair Shops
- Detail Shops

### TARGETED USES:

- When rolling out new models, use tri-fold folders or landscape folders with stitched inserts to highlight features.
- Keep title and policy documents secure with document folders.
- Safeguard maintenance records with portfolios.
- Add a touch of professionalism to sales reports with report covers.
- Capture memories of a new car with photos in professional photo holders.
- Build enthusiasm for new locations with informative welcome packets in a document folder.

## EDUCATION & ACADEMIC



### TARGET YOUR COMMUNICATIONS:

- Alumni Organizations
- Student & Event Organizations
- Sports Teams
- Graduation Materials
- Faculty and Student Handouts
- Community Outreach
- Recruitment and Admissions

### TARGETED USES:

- Organize class assignments and student records with easy-to-use file folders.
- Create recruiting packets and mailings with unique style using tri-fold folders.
- When it's time for students to graduate or be recognized for their achievements, use a certificate holder to add a touch of elegance.
- For large documents like new student information, expansion and oversized folders offer the space you need.

## FINANCE & BANKING



### TARGET YOUR COMMUNICATIONS:

- Loan Companies
- Accounting Firms
- Community Banks
- Credit Unions
- Investment Firms
- Banks

### TARGETED USES:

- Present annual figures professionally with report covers.
- Use document folders to keep paperwork for property closings or estate and trust documents in order.
- Use custom packaging to delight clients when giving them a gift.
- Inform clients of company background, hours of operation and services offered using literature folders.
- Keep benefit packages or employee profiles organized with file folders.
- Build personalized client services portfolios and package them in a professional custom portfolio.



## GOVERNMENT

### TARGET YOUR COMMUNICATIONS:

- City and State Government
- Public Safety Organizations
- Parks and Recreation Departments
- Tourism Offices
- Transportation
- Libraries
- Election Campaigns

### TARGETED USES:

- Add polish to grant proposals with custom report covers.
- Keep committee meetings organized with folders for itineraries, minutes and more.
- Secure and protect ID badges and entry cards with custom card carriers.
- Create information packets with flair with literature folders for election collateral.
- Keep projects, budgets and more organized with file folders.



## HEALTHCARE & MEDICAL

### TARGET YOUR COMMUNICATIONS:

- Charity Organizations
- Clinics & Hospitals
- Recovery Centers
- Pharmaceutical Companies
- Pediatricians & Birth Centers
- Medical Device Companies
- Dentists
- Nursing Homes

### TARGETED USES:

- Use photo holders to create a keepsake with baby's first picture.
- Create a professional information packet with details about procedures on stepped and stitched inserts.
- Organize new product presentations in unique landscape pocket folders.
- Use multimedia holders to keep medical imaging or record requests organized.
- Keep patient files organized, whether in a hospital room or in outpatient situations, with standard folders.
- Easy to file and with branded style, personalized file folders can be used to store medical records.



## HOSPITALITY & RESORTS

### TARGET YOUR COMMUNICATIONS:

- Hotels
- Visitor Centers
- Wedding Packages
- Convention Centers
- Travel Agencies
- Travel Packages
- Banquet Halls
- Business Materials
- Seminar Portfolios
- Convention Handouts
- Elegant Presentations

### TARGETED USES:

- Stock unique tri-fold folders with details for trips or meetings to create information packets with style.
- Keep trip packages, membership information, maps and more together in smaller-sized mini folders.
- Add polish to hotel key cards or gift cards with custom card carriers.
- Slide the bill into a personalized literature folder to add a luxurious feel to high end restaurants.
- Showcase wedding packages, membership kits, program pricing and more in standard folders.

## LEGAL

### TARGET YOUR COMMUNICATIONS:

- Court Halls
- Law Firms
- Legal Offices

### TARGETED USES:

- Keep legal sized documents organized without damaging or folding them with specially sized legal folders.
- A professional way to provide copies of important documents, document folders can also be personalized with accompanying law firm information.
- Provide clients with their mortgage or loan documents in a professional manner with elegant legal portfolios.
- Present lengthy contracts to customers in expandable folders with the space for all the information they need.
- Keep case documents secure and organized.





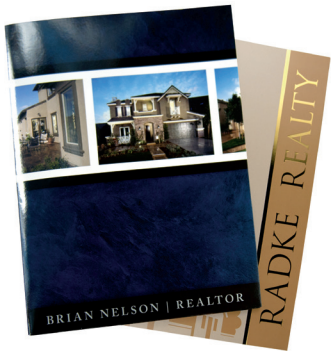
## NON-PROFIT

### TARGET YOUR COMMUNICATIONS:

- Charities
- Endowments
- Foundations
- Community Outreach Programs

### TARGETED USES:

- Use smaller-sized literature folders to hold high-level summaries of services.
- Recognize companies for high level donations with elegantly packaged certificates in custom certificate holder.
- Use standard folders to highlight program information in detail.
- Package and protect donor cards with personalized card carriers.
- Provide a keepsake to members of a project team with a CD sent in a durable mailer.
- Fill a personalized box as a "Thank You" for major donors.



## REAL ESTATE & DEVELOPMENT

### TARGET YOUR COMMUNICATIONS:

- Realtors
- Home Inspectors
- Architects
- Housing Developments
- Homeowners Associations

### TARGETED USES:

- Highlight area attractions and businesses for new homeowners with custom literature folders.
- Display floor plans and community features on stitched inserts in an information packet.
- Create a 'welcome' gift for a new home owner with custom promotional packaging.
- Store notes or presentations for market reports in portfolios or standard folders.
- Add a branded touch to title and mortgage closing papers with legal folders.



## CONSTRUCTION & CONTRACTORS

### TARGET YOUR COMMUNICATIONS:

- Painters
- Floor Installers
- Architects
- Trade Unions
- Landscaping
- Commercial Construction
- Remodeling or Renovation Companies

### TARGETED USES:

- Use environmentally friendly stocks to highlight the eco-friendly nature of Energy Star rated houses or services.
- Showcase new home layouts and include handouts on features with unique gatefold folders.
- Provide estimates and sketches to clients in a professional and easy to file packet with file folders.
- Highlight former work for prospective customers with informative packets in landscape folders.
- Perfect for handing out promotional material at tradeshow, literature folders are ideally sized for brochures.

## MANUFACTURING

### TARGET YOUR COMMUNICATIONS:

- Manufacturing Plants
- Distribution Centers
- Prefabrication Facilities

### TARGETED USES:

- Create invoices, packing slips and more with custom forms.
- Mark equipment or chemical warnings and save time on mailings with custom labels.
- Thank top customers or promote your products with promotional products like key tags, calendars, pens and more.
- Guide consumers through offices and identify employees with custom badges, desk signs and wall signs.
- Keep consumers informed about products, pricing and more with brochures and rack cards.
- Make every communication professional with branded stationery.



## MARKETING & PUBLIC RELATIONS

### TARGET YOUR COMMUNICATIONS:

- Marketing Agencies
- Public Relations Firms
- In-House Marketing or PR Departments

### TARGETED USES:

- Present expense reports with elegance by storing them in branded report covers.
- Package press releases and any other important information in standard folders, making it easier for your press contact to find the right information.
- You can insert any marketing materials like booklets, brochures, flyers, business cards and more, into document folders.
- Add more information to presentations with stepped or stitched inserts to reinforce the information.
- Keep the office organized using file folders with branded style.



## INSURANCE

### TARGET YOUR COMMUNICATIONS:

- Banks
- Insurance Agencies & Agents

### TARGETED USES:

- For larger documents and more extensive paperwork, box pocket folders give added space.
- Branded file folders look polished and are easy to file once the paperwork is done.
- Brochure-sized document folders add polish to information packets.
- Standard folders are ideal for presentations to potential customers and to business partners.
- Add information about insurance policies when delivering policy information and paperwork by adding stepped inserts to a folder.
- Deliver insurance cards in style with branded card carriers.



## BARS & RESTAURANTS

### TARGET YOUR COMMUNICATIONS:

- Bars
- Restaurants
- Caterers

### TARGETED USES:

- Promote new products and menu items with freestanding table tents on every counter or tabletop.
- Create elegant menus with stepped inserts in stylish folders.
- Add a high-end feel to receipts with branded document folders.
- Store gift cards in branded or seasonal card carriers for an added special touch.



## HEALTH & FITNESS

### TARGET YOUR COMMUNICATIONS:

- Gyms and fitness centers
- Diet Programs

### TARGETED USES:

- Store personalized workout plans, diet plans and more in branded style with standard-sized folders.
- Store ID cards or membership cards in a card carrier personalized with contact information.
- Promote new programs and products at health centers with freestanding table tents.
- Give members more information with personalized stepped or stitched folder inserts.
- Brochure-sized document folders are perfect for holding smaller informational pieces about programs or classes.

