

**future proofing**  
*your*  
**brand & print**

solutions  
**3sixty**  
@work



change  
can be a  
wonderful thing



**IT'S IRONIC** that in these times when everyone is looking to increase revenue, we take great satisfaction when our client's expenditure with us reduces each year. This is proof that we are doing our job successfully.

**OUR MISSION** is to improve product quality, streamline workflow and reduce costs, all the while introducing new products and technologies which make it easier for our clients to do business.

**THE WORD "TEAM" IS IMPORTANT TO US** because that's how we work. In every case, our clients are serviced by a team of 36 professionals, each one delivering their own specialist set of skills.

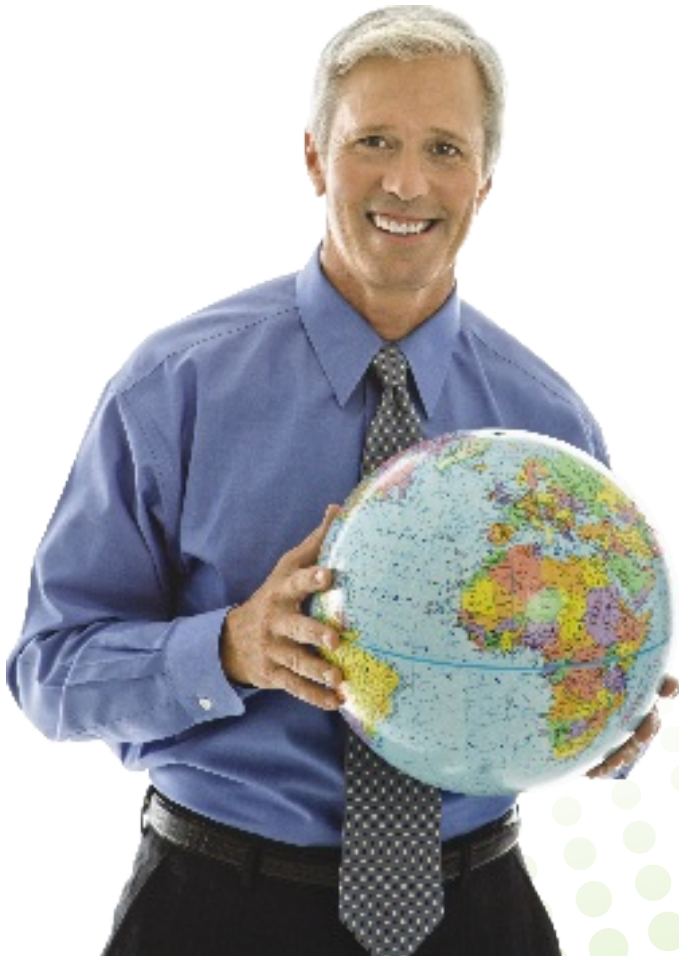
**WE DON'T HAVE SHORT TERM CLIENTS.** We're in it for the long haul. Some of our clients - iconic NZ companies - have been with us for almost 20 years. We work within a broad spectrum of industries - banking, insurance, manufacturing and retail - and we provide these organisations with significant economic benefits working with their operations that have 1 to 200+ branches, stores or franchises.

real  
print management

# the discovery

## opens up a whole new world

The discovery is the process we use for understanding our client's business - an essential function before presenting solutions for cost effective outcomes.



### **Our team will;**

- **Examine** the internal processes for procuring all print and marketing material
- **Identify** the existing supply chain relationships
- **Evaluate** any digital asset management and workflow systems in use
- **Gather** samples and data of current print / branded material, including corporate apparel and promotional items
- **Assess** the impact of brand inconsistency
- **Provide** a total solution that clearly identifies;
  - Cost reduction
  - Planning requirements
  - Procurement needs
  - Logistical / reporting process for all product groups

from initial concept...

to completion...

...anything is possible

## DESIGN

Commonly, there are three categories of design:

- typesetting and business forms
- basic graphics and layout
- creative campaigns

We have a selection of graphic artists, each with varying skills. Depending on the client's brief (and budget), we select the appropriate graphic artist to complete the project.

We also work directly with our clients' Marketing Agencies to ensure our industry expertise is applied before any artwork is finalised. Through our skills and knowledge of production methodology we ensure each job is produced in the most efficient and cost effective way whilst retaining the artistic creativity of the Agency.



# no boundaries

## PRINT

The key to ensuring quality, effective pricing and consistency in the delivery of all printed material comes from the knowledge and skill of our dedicated team.

There are no boundaries to our print capabilities as we can meet our clients' needs either through our own in-house print production capabilities or through our extensive stable of selected manufacturers in every field of print.



## THE ART OF DIGITAL PRINTING - WEB TO PRINT

To complement traditional printing methodology, we have installed state-of-the-art digital printing facilities onsite.

Digital Technology, with its offering of personalisation, speed, quality, and a minimum production run of one (1) copy, has revolutionised the manner in which marketing initiatives are structured.

This provides a perfect short run printing platform and direct data merge ability. The quality is superb and clients can select from an extensive range of suitable paper stock.

Digital is very fast and cost effective for Marketing Direct Mail fulfillment or short run market trials. Additional features provide online booklet finishing and barcode capabilities.

**Difficult print work**  
**made simple**



## PRINT MANAGEMENT REPORTING

Our Print Management reporting program delivers complete and detailed information on all facets of this business discipline and can be customised to provide accurate analysis for financial, marketing and production operations.

Our reports are the tools that deliver:

- Individual branch/cost center purchases on a daily, monthly or as required basis
- Analysis of purchases by product
- Summary of warehouse held stock by product, branch/department
- Current and historical usage by product/product group
- On demand stock and usage reporting

***Our reports are invaluable in forecasting expenditure, reducing wastage and allowing for complete control over purchases.***

getting the  
**full picture**



fast,  
...efficient,

...simple



**Order  
Online**



**Print**



**Package &  
Deliver**



## **LOGISTICS**

### ***The wonderful world of e-business***

All of our clients' printed and branded products can be viewed and ordered online and what's more the process can be tailored to individual location or business unit requirements. It doesn't stop there - the system also features a fully automated electronic template generator for setting and proofing business cards.

Our clients' stock is fully insured and stored in our warehouse. Twice daily, we pick, pack and dispatch orders to destinations throughout New Zealand.

# Keeping it current and keeping it **safe**

## **DIGITAL MANAGEMENT / VERSION CONTROL**

We hold artwork and document files securely on centralised storage areas.

We manage these and are totally accountable for tracking and controlling all artwork changes and updated files.

The ownership of and accessibility to all digital files is restricted to each client and we provide this as part of our print management service.



## LOYALTY PROGRAMS

From the supply of loyalty cards through to managing and controlling the entire loyalty club program, our experience and knowledge in delivering and measuring results provide for successful outcomes and continued development of loyalty club requirements.

Our team will:

- Deal directly with your customers
- Collect and record the data
- Handle the communication
- Manage security storage
- Process the fulfillment of all material from Point of Sale production
- Distribute products and prizes

*...we have it covered.*



“call me  
**loyal**”



## ENVIRONMENTAL POLICY

We have a commitment to the environment and align our business goals with our social responsibility to the community.

Areas in which we achieve our environmental objectives:

### Solvents

- Biodegradable
- Chemical storage compliant

### Paper recycling

- All waste paper and cartons are recycled
- Customer products (if declared obsolete) are recycled upon request

### Paper

- All paper content comes from managed tree farms or recycled sources
- PEFC and FSC chain-of-custody accreditation
- Enviro-Mark Gold certification under New Zealand's leading environmental management certification programme

### Inks

- Contain up to 70% renewable raw materials sources
- We encourage the use of renewable vegetable based inks and water miscible solvents



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