



**Print and
Marketing
Solutions**



Would you open this box if it had **your name on it?**

Would you open this box if it had **your name on it?**

Most likely, yes.

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Customizing a marketing piece to the interests of a specific person increases average response rates more than 500 percent, according to a Rochester Institute of Technology study. GBS makes this easy to do.

We have the People, Process, and Technology to make customized print and marketing easy, fast and affordable for companies large and small. With our deep roots in the print industry and a specialized focus on delivering relevant communications through tailored marketing services, GBS is the partner you need to meet your print and marketing goals.



How We Advance Your Business

We offer what many others can't: highly experienced buyers, a large network of print partners, a diverse customer base, and an extensive array of services to ensure you get what you need at a cost you can appreciate.

Print Management

Make us your source for all – things print and we'll make business better for you. GBS acts as your single-point-of-contact, managing every step of the print process – from strategic print sourcing to collateral creation and brand management to custom fulfillment solutions.

Whether you pick up the phone or go online to our MyGBS Customer Portal, we help you manage your complete print and marketing program.

- We simplify your entire print requirement process – printing, mailing, kitting, warehousing and distribution.
- Our unbiased business model focuses on optimal delivery solutions for our customers' requirements, incorporating a wide range of resources such as web, sheetfed, flexo, digital and electronic distribution. We have knowledge of – and direct access to any printing technology you require.
- We follow our documented quality control procedures to provide you the best product possible.

Strategic Sourcing

Combine our experienced buyers, large network of print partners and extensive customer base, and you benefit from our:

- Focus on the total-cost-of-ownership, which encompasses all cost and revenue elements associated with your print requirements.
- Economies of scale.
- Ongoing review of your print requirements to ensure proper delivery output. How you conduct business today will undoubtedly change in the future – and so will your print requirements.
- Assessment of excess printing and recommendations for reducing waste and expense in the future.

Warehousing & Fulfillment

Save time and space by having GBS manage the storage and delivery of your carefully crafted print and marketing materials. GBS provides:

- Streamlined management of items – from the time they arrive at our warehouse through delivery to their final destination – using the most cost-effective and technology-driven methods available.
- Save time packaging marketing materials and making sure they reach the right hands by letting GBS' experts take care of it for you.



Marketing Services

With our MyGBS Customer Portal, we provide cost-effective, single-source solutions that help our customers effectively manage and deploy their print and marketing resources. Our solutions are focused on processes associated with creation, procurement, fulfillment, warehousing and distribution, and project management reporting.

Database Services

Have a target list, but need it cleansed or appended? We can help. Need help finding or tracking your audience? We offer target procurement and response metrics, too. Whether you need a bigger or better list, look into our database services.

Campaign Management

Whether you are starting from scratch building a list, making your communications more dynamic, pairing complex mailers with carefully chosen promotional items, or analyzing results, GBS is equipped to support you all the way.

EXPERIENCE THE DIFFERENCE

“GBS took a strategic, multi-phase change approach to updating our database. We were able to increase our target audience by over 400%.”

– Marketing Specialist
Manufacturing Company

Promotional Items

Keep your name on customers' minds by imprinting one of our many promotional items with your logo. We offer fast turnaround on unique pieces, as well as on traditional items such as calendars, mugs, and pens.



What Makes Us Better

Our People

Streamlined technology doesn't mean a lack of personal service. When you work with GBS, you always have access to dedicated, experienced print and marketing professionals to assist you along the way.

- Receive guidance from experts who specialize in crafting and executing comprehensive campaigns.
- Rely on experienced professionals who not only know the ins and outs of printing, constructing, and sending everything from intricate brochures to multipronged email campaigns, but know how to do it quickly and accurately.

Our Process

When you work with GBS, you gain access to more than dedicated support personnel and applicable expertise – you also realize benefits that only come from strong partnerships and operational efficiencies.

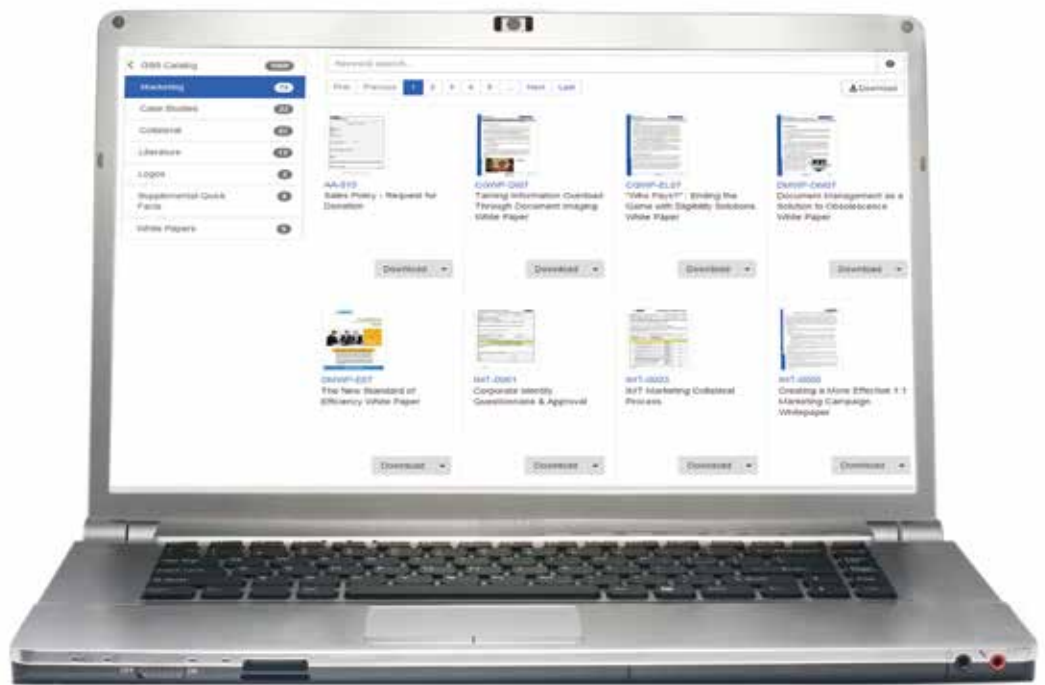
- Direct access to sheetfed, web, flexo, digital, wide and grand format print capabilities means your project is always matched with the ideal equipment.
- Our strategic sourcing approach allows GBS to utilize significant total buying power, passing savings directly on to you.
- With the ability to handle creation, procurement, fulfillment, warehousing and distribution, project management and reporting, we can advance your job quickly and skillfully.
- Utilize built-in reporting tools to quickly and accurately measure the results of your print and marketing programs.

Our Technology

Get more done according to your schedule. Our MyGBS portal gives you 24/7 access to your campaigns, allowing you to seamlessly create, manage, deploy, and measure your print and marketing resources.

- Manage every aspect of your campaign efficiently from start to finish via a single-point solution.
- Control user access, ensuring only the right people are touching your company's message and brand.
- Take advantage of robust review capabilities, then control everything from warehousing and kitting to on-demand printing, collateral downloads and video.
- Monitor your print usage effectively with built-in reporting tools.

MyGBS provides you immediate and real-time access to the “Business Intelligence” and insights to support the success of your Print and Marketing programs.



Why Our Clients Choose Us

GBS draws from deep expertise in numerous verticals to deliver benefits to a diverse customer base across a host of industries. But why, exactly, do these organizations choose us? Because they've seen the value:

“Our company was tired of working with multiple vendors for every facet of the campaign development and execution process. The GBS team made it easy to work with them for all of our needs from list acquisition to results.”

- Marketing Campaign Manager
Transportation Company

“Partnering with GBS has resulted in a number of positives for the business that we couldn't get with multiple vendors. We achieved the transparency in process and reporting along with the needed brand management of our collateral materials with the MyGBS platform.”

- Director of Marketing
Specialty Insurance Company



Database Services



List Procurement



Creative Services



Print Management



Email Campaigns



Mailhouse



Fulfillment



Get your customers' attention easily – **with GBS.**



Corporate:

7233 Freedom Ave NW
North Canton, OH 44720
800.552.2427