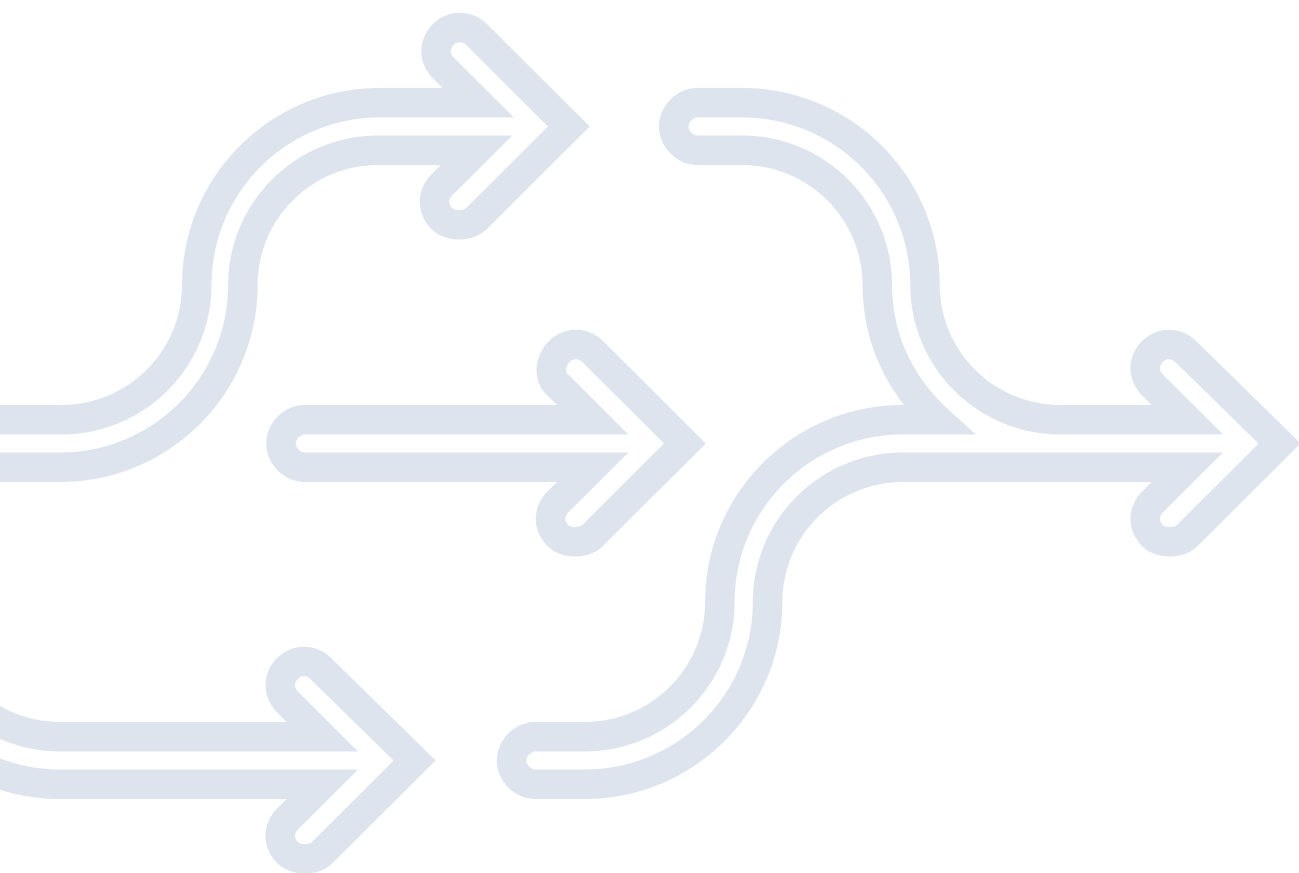


Bringing Brands to Life

A Guide to OneTouchPoint's
End-to-End Services





Your brand and content.

Anytime. Anywhere. Anyway.

Meet OneTouchPoint

A one-stop-shop with all the tools you need.

Marketing is changing. And so are we. Your customers expect a seamless multichannel marketing experience, and we know you do too. That's why we've evolved not just our company, but our brand to reflect the investments we've made over more than 40 years as a leading provider of stunningly-branded communications, delivered nationwide. OneTouchPoint is a leading provider of end-to-end managed services that enable companies to amplify their customer engagements with beautifully-crafted marketing assets and communications produced and distributed at scale, and on-brand.

In this guide, you'll learn more about OneTouchPoint's full suite of capabilities, designed to serve the needs of modern organizations, including state-of-the-art printing, national and localized marketing execution, digital marketing, fulfillment, and related services, all managed easily through a single platform and delivered rapidly from facilities nationwide.



About OneTouchPoint

From creation through distribution, OneTouchPoint combines decades of domain experience with expansive nationwide capabilities to deliver exceptional brand experiences across all your marketing communications.

40+
YEARS

\$136M+
ANNUAL REVENUE

600+
DEDICATED EMPLOYEES

3000+
UNIQUE BRANDS

TOP 34
US PRINTER

7
LOCATIONS

FORTUNE 500 More than 3,000 organizations in the manufacturing, franchise, retail, healthcare, financial services, and alcohol & beverage industries, including Fortune 500 leaders, choose OneTouchPoint for branded customer engagement and supply chain management.

Why OneTouchPoint

- **Proven reliability:** With over 40 years of experience, we help marketers and supply chain leaders tell highly-personalized stories with pristinely-produced marketing materials, while managing costs, enabling national scale and operational efficiencies.
- **Comprehensive, end-to-end offering:** Our end-to-end offerings cover the entire marketing supply chain and make it easy for clients to engage with us as a one-stop solution provider.
- **Domain expertise:** Our teams have been there, done that. Our best-in-class industry practices and expertise drive real results for businesses of all sizes in manufacturing, franchise, healthcare, financial services, and alcohol & beverage. Don't know where to start? We can help.
- **Power marketing execution:** Launch national marketing campaigns on demand with our technology-enabled services, having full control over design quality, production quantities, distribution and budget.
- **Simplify the supply chain:** Fewer suppliers means fewer invoices, fewer vendors to manage and increased transparency and visibility into what it takes to run your business.



How we can help:

Market, manage, produce, distribute and analyze your marketing communications and brand materials from a single vendor. Let us help simplify your marketing supply chain and customer engagement touchpoints.





Marketing leaders need a better way to:

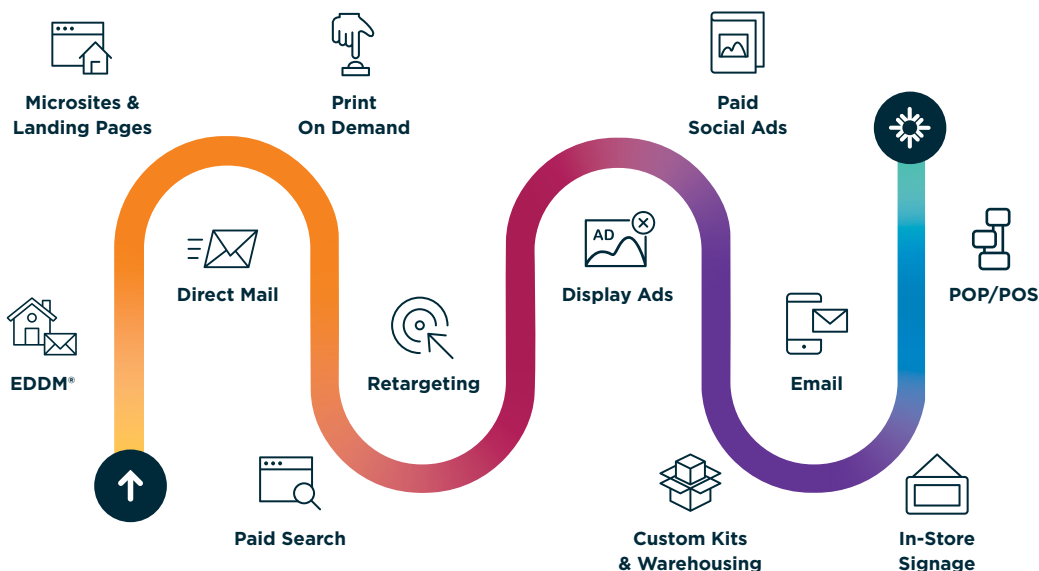
- Increase local brand awareness through traditional, social & digital channels
- Enable approved, branded marketing at national and/or local levels from anywhere, anytime
- Manage, customize, store, fulfill and ship marketing materials—with a single vendor—based on user level access (and approval) controls
- Navigate complex billing (and payment options) at an individual, department or location level
- Allow (and enable) the personalization and localization of assets
- Save time and resources, and focus on ROI driven marketing efforts



Procurement leaders need an easier way to:

- Analyze spend, improve efficiencies and reduce costs
- Minimize risk across the supply chain
- Ensure high-quality materials to represent the brand
- Monitor supplier performance
- Make sure that different store supplies, marketing materials and sales assets are available to users depending on their unique needs and location
- Manage timing, costs, and materials

Leverage our broad range of traditional & digital marketing capabilities to engage across the customer journey.



Market

Drive local engagement with digital campaigns.

Professional Services

Power Your (Local) Digital Marketing With Turn-Key Solutions and Service

With over 20 years of experience, our professional services take marketing a step further by simplifying local marketing for organizations of all sizes. Armed with best practices, domain expertise and knowledge to create and manage digital campaigns that are most effective for your industry—our seasoned team offers 1:1 professional services to help brands and local businesses tap into proven, digital marketing campaigns.



Digital Marketing Services

Paid search, display ads, retargeting and social media ads to targeted, local audiences. Our simple U.Connect interface and skilled team build, execute and track prescriptive, localized campaigns that see results.

Paid Search

Promote your brand, locations and offers by bidding on strategic keywords; drive visitors to your sites and stores.

- ✓ Campaign optimization
- ✓ Geotargeting
- ✓ Reporting

Retargeting

Keep your brand at the forefront and increase brand awareness (as well as ROI) by focusing advertising spend on consumers that have already indicated an affinity of your brand.

- ✓ Conversion optimization
- ✓ Brand awareness

Email

Communicate via brand email templates with customers at the brand or local level anytime; track performance and engagement.

- ✓ Campaign analytics
- ✓ Brand templates
- ✓ Microsites & landing pages

Microsites & Landing Pages

Add a microsite for each location to capitalize on local SEO and “near me” searches. Personalize and publish microsites or landing pages as needed and capture generated leads for additional follow up.

- ✓ SEO-optimized microsite
- ✓ Consistent brand layouts
- ✓ Personalized microsites & landing pages

Social Media Advertising

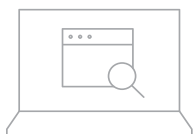
We'll create and manage your social media ads to drive leads and generate awareness for your brand.

- ✓ Social ad strategy & creative
- ✓ Persona targeting
- ✓ Brand control
- ✓ Performance monitoring

Display Ads

Promote your business using Dynamic Display Campaigns with audience profile and geographic targeting or use data match display to supplement your marketing efforts.

- ✓ Display ad strategy & creative
- ✓ Performance monitoring
- ✓ Localized targeting



97%

of consumers go online to find and research local businesses.

Blue Corona



80%

Ads can **boost brand awareness by 80%.**

Valve+Meter

Manage

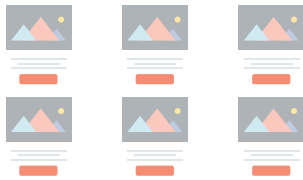
Seamlessly manage your end-to-end marketing supply chain.

Brand Management

OneTouchPoint's Marketing Resource Hub, powered by our purpose-built U.Connect technology platform, helps companies take control of their brand, budgets, and future, serving as a central command center for flawless marketing execution and supply chain management.



 **Your Brand Command Center for (nearly) all things marketing.**



Access branded assets

A single source of truth for all of your branded assets.



Edit print templates

Customize templates with artwork and copy.



Launch seasonal campaigns

Easily find and customize the right asset for any campaign.



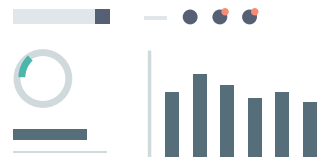
Inventory management

See quantities and minimum order requirements.



Web-to-Print order

Orders can be printed and shipped on demand.



Business intelligence

Track order quantities, cost, and budgeting thresholds.



Centralized Assets

Allow stakeholders to easily search, find, customize and order assets from a single web-based platform including ads, email copy, sales materials, operational guides, and more.



Customizable Templates

Nearly eliminate corporate marketing requests with templated assets that allow approved users to customize assets, order retail kits, signage and more.



Automate approvals

Streamline approval processes for customizable assets, ensuring your message stays on brand.



Monitor Marketing Campaigns

Easily track campaign performance and monitor spend at the campaign (and local level)—anywhere, anytime.



Print. Pack. Ship.

Increase ROI with less day-to-day management. OTP will manage the order, then print (or pick) assets, pack them up and distribute directly to your franchisees, local dealers, internal teams and more.

A home for all of your branded content & assets

- Ads (Print & Digital)
- Branded Content
- Brochures
- Data Sheets
- Digital Content
- Email Templates
- Fact Sheets
- Kits (Customizable or Pre-Set)
- Logos
- New Store Opening (NSO) kits
- Photography
- Presentations
- Product Manuals
- Promotional Items
- Sales Collateral
- Signage
- Social Media Templates
- User Manuals

More than 850,000 assets
are managed by OneTouchPoint

Order Management

Our order management functionality ensures that you stay in control of all aspects of your business.



U.Connect Order Management Platform

Our proprietary U.Connect platform includes a powerful order management component, providing you a centralized location to market, manage, produce, distribute and analyze your marketing supply chain.

- ✓ Set individual, role or group-based user-specific permissions/access controls
- ✓ Set workflows to meet your compliance and approval requirements
- ✓ Secure payment processing via credit card, department chargeback numbers, corporate allowances or monthly invoicing
- ✓ Configure based on your businesses workflows, products and SKUs
- ✓ Inventory management, including stock level management and alerts
- ✓ Operational control across the platform

Recurring Program Capabilities

Automate your scheduled weekly, monthly or custom programs based on your business needs—process, package, mail or ship directly to your consumers based on business rules.

- ✓ Healthcare directories
- ✓ Benefit cards
- ✓ Loyalty programs
- ✓ Programmatic financial statements
- ✓ Member enrollment campaigns
- ✓ Annual pricing guide updates
- ✓ Monthly/quarterly localized campaigns
- ✓ Seasonal store/franchise kits

Single Shot Orders

Consumer-driven, 1:1 orders are processed via a shopping cart and then packed and shipped to your end-user.

- ✓ New store opening kits
- ✓ Product samples
- ✓ Various payment types
- ✓ B2B and B2C event support

Inventory Management

Monitor inventory usage levels and develop a usage history.

- ✓ Inventory management
- ✓ Inventory alerts
- ✓ Inventory planning & control
- ✓ Multiple supplier integrations
- ✓ Just-In-Time (JIT) vendor-managed inventory

Your Data is Secure



ISO 9001:2015 Certification



Recurring Mail Platform
& Client Vault Network



HIPAA Compliant



SOC 2 Type II Certification

Managed Services

Moving key aspects of your business to trusted partners can help reduce staff, speed time-to-market and reduce errors. OneTouchPoint can augment staff with onsite programs, bringing efficiencies and domain expertise, while helping control costs.

Vendor Managed Services

We ensure your physical product inventory is physically inspected and appropriately stocked, maintaining minimal inventory levels based on your actual usage and business requirements.

Print & Paper Brokerage

Whether items are produced in a OneTouchPoint facility or by a trusted member in our strategic partner network, we can effectively manage all of your print and marketing collateral items.

Print & Mail Room Management

OneTouchPoint can staff and manage all aspects of your print and mailroom operations.

Procurement

An assigned program manager will offer both technical and administrative support in managing the print and marketing collateral procurement and production process.

Produce

Produce all your marketing assets with a single vendor.

Printing

We're passionate about delivering messages that have an impact in the real world. That's why we offer a suite of commercial print services tailored to fit virtually any budget. Print any project, large or small, from simple one-sheet flyers, intricately designed pieces, vehicle wraps, outdoor signage and more.



52%

of consumers are likely to switch brands if a company doesn't personalize communications to them.*

Digital-on-Demand

Easily place orders in virtually any amount you need—no more, no less—reducing costs and stock obsolescence.

Lithographic Print

With more than 25 sheet fed and web offset presses across our locations, we can efficiently manage and produce large quantities of high-quality professional products.

Variable Print

We offer full variable color content, making it easy to localize, customize and personalize materials.

Grand Format

We can create almost anything, in nearly any size and substrate—based on your brand specifications.

*Salesforce

By-the-Numbers

four hundred and fifty million

pieces produced & distributed

1,000,000,000

offset impressions

1,500,000,000

digital print impressions

1 billion

b&w impressions

500 million

color impressions

77,000

displays produced

550,000

digital on-demand orders



FSC® Certified



G7 Master Qualification



ISO 9001:2015 Certification

Finding a partner who is versatile is key. We print everything you need from big to small, in black & white to full color, in quantities of one to millions. **The sky is the limit.**

- Postcards
- Direct Mail
- Manuals
- Booklets
- Stadium and event signage
- Marketing collateral
- Product information
- Directional signage
- Banners
- Window graphics
- Temporary wall graphics
- Pop-up banners
- Floor graphics
- Trade show collateral
- Vehicle wraps

Packaging

Design the perfect packaging for your products. We have all the die cutters, folders, stitchers, gluers and binders needed to create your packaging masterpiece.

- **Custom packaging:** We provide the templates and tools for your package designs to be print ready.
- **Unique die-cutting:** Feature your designs in custom shapes and forms with our collection of top of the line die-cutting machines.
- **Test market packaging:** Leverage our in-house experts and years of packaging experience to create custom prototype packaging for your new product or mailing.

Finishing

Once your piece is printed, OneTouchPoint provides comprehensive finishing and binding services to create sturdy, bound print products.

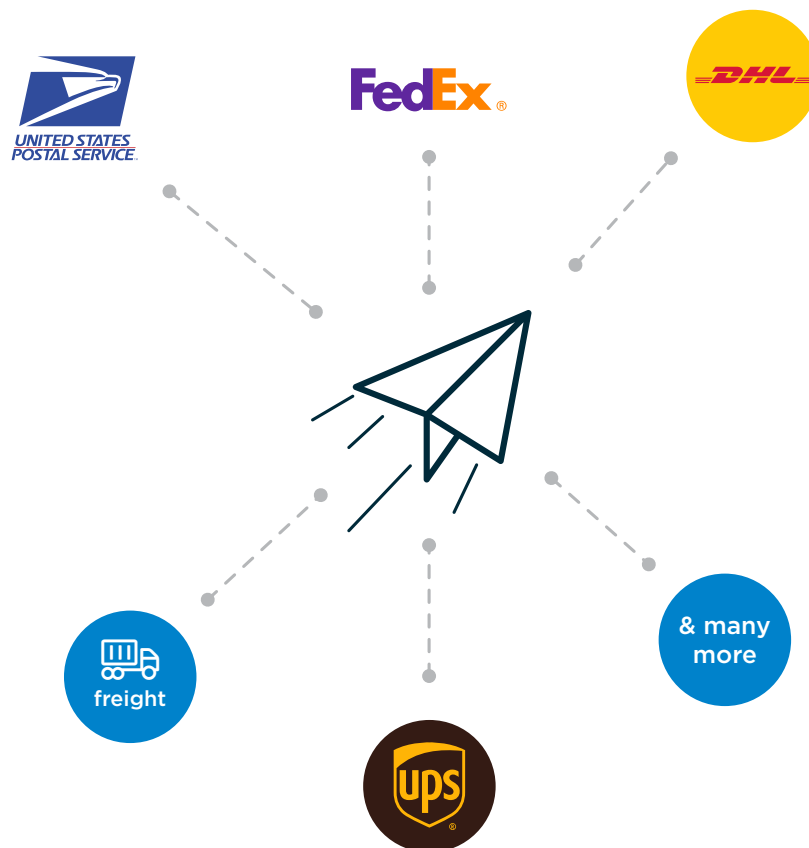
- **Full-service bindery:** From collating, numbering, to stitching and shrink wrapping, we have you covered with a wide range of bindery and finishing services.
- **Laminating:** Laminating extends the life and impact of your printed products.
- **Bound products:** From product to assembly, the bound products that come off our line are checked for quality and packaged for direct distribution.
- **UV coating:** Add a glossy finish to enhance your asset and protect the piece from scratches, tears and fingerprints.

Distribute

We know distribution.

We are experts in warehousing, fulfillment, kitting and distribution, and our full range of services ensures that your shipments are properly printed, kitted/ bundled and packaged to get out the door and into your consumers hands as quickly as possible.

- State of the art automated production processes
- Seamless programs to handle your printing, kitting, customization, personalization, localization and distribution of your goods to your prospects and consumers.
- Our turn-key fulfillment services include hand assembly kitting projects, pick-pack-ship fulfillment and online inventory control systems.



Mailing Services

With over 100 million pieces of mail passing through our facilities each year, we can help you navigate complex shipping and postal regulations and requirements.

Mail and ship to anywhere.

We can help you reduce postage costs, decrease time in the mail stream and ensure deliveries are received by the right person, on schedule and in the best possible condition.

Comprehensive, onsite mailing services.

Our clients benefit from our long history of working with complex postal regulations and requirements.

Run personalized, local campaigns.

Enable local franchises, retailers or dealer networks to leverage your marketing materials for their local market. Easily announce a grand opening, send dormant mailer postcards, or target specific locations with EDDM mailings.

Available Mailing Services

- Direct mail
- Advanced EDDM capabilities
- Paper sourcing
- Storage and sorting
- Forms design
- Metering
- Laser and digital-color printing
- Folding/inserting
- Mail management
- Advanced mail suppression
- Ink jetting
- Barcoding
- Postal expertise & volume discounts
- Intelligent Mail barcode (IMb), NCOA Link and CASS Certifications

Warehousing

Our national network of climate-controlled warehousing and fulfillment services help you better manage your costs through inventory management and the quick, efficient distribution of marketing materials, product samples, new store kits and more.



Six fulfillment warehouse centers with locations in Wisconsin, Colorado, California, Arizona and Texas.



Our national reach allows us to implement programs at the point(s) closest to distribution.



Over 200,000 square feet of warehousing storage



- ✓ National Support
- ✓ Barcoding
- ✓ Bulk Receiving
- ✓ SKU Management

Fulfillment

We process thousands of orders and line items each month, direct to the consumer.



eCommerce Driven

Integrate directly with your eCommerce solution or direct fulfillment of online orders.



Order Expediting & Tracking

For items that are in finished goods inventory, we can ship expedited (next-day delivery requests) and international orders the same day.



Inventory

Monitor inventory usage levels and develop a usage history.

Fill accuracy
rates exceed

99%

On-time delivery
rate is

98%

Correct order
rates are

99.9%

Kitting

We deliver a high rate of savings through on-demand, ready-to-ship static and/or dynamic kits. We process thousands of fulfillment orders, including the manufacture and assembly of unique kits every day.



Pick & Pack

With portable and stationary picking locations, your items are stored at our warehouse and maintained in quick pick shelf areas to facilitate a fast turnaround.

- ✓ Portable and/or stationary locations
- ✓ Print-on-demand process oriented
- ✓ Bulk storage
- ✓ Quick pick shelves

Collateral Programs

Whether your collateral is to be delivered to your customers at the time of purchase or incorporated into your manufacturing process, we provide seamless coordination with your supply chain.

- ✓ Kitted for manufacturing
- ✓ Kitted pre or post-sale
- ✓ Franchise starter kits
- ✓ New store opening kits (NSO)

Mass, Push Roll-outs

When launching a new marketing push or delivering samples in mass over a short period of time, we have the scale to deliver all of your products when and where you need them.

- ✓ Product swatches
- ✓ Branded materials
- ✓ OEM supply integration

Parts & Sample Distribution

We manage and control all printed collateral, from user manuals to marketing collateral, and we receive, store, assemble and ship your parts direct to the customer.

- ✓ Online ordering
- ✓ Product samples
- ✓ User manuals
- ✓ Product specs & datasheets
- ✓ Branded content

Analyze

Analyze all aspects of your business.

You need a consolidated view of your entire marketing supply chain.

Our suite of business intelligence and reporting lets you analyze the results of your marketing and sales efforts with easy-to-use, 24/7 access to your metrics. We deliver a consolidated view, providing you the means to analyze and understand your business and set your strategy.



Off-the-Shelf Reporting

We offer comprehensive reporting across all of our service lines enabling you to drill-down into your business metrics.



Custom Reporting

Custom reports can be created to help dig in to specific metrics, in a view that you want to see.



Data Feeds

Send accurate and up-to-date product information to your CRM or database.

We're committed to

Creating a More Sustainable Future

At OneTouchPoint, we believe protecting our environment is both good business and good for the community. We understand that our everyday actions can help preserve our valuable natural resources and protect plant, animal, and human life.

We have an ongoing commitment to find safe, clean, environmentally-friendly solutions for our facilities, manufacturing processes, and transportation choices. To measure our ecological footprint, we implemented an Environmental Management System (EMS) to help measure and improve our processes including:

- ✓ Energy utilization and water use
- ✓ Source materials reduction
- ✓ Control and reduce waste streams
- ✓ Recycling and reuse program
- ✓ Report of progress to any and all parties

OneTouchPoint is committed to maintaining compliance with all applicable environmental, health, and safety regulations. We abide by all federal, state, and local laws, rules and regulations applicable to us, including all labor and immigration laws. We review our environmental and sustainability issues on an ongoing basis and have committed ourselves to making continuous improvement through employee training, employee feedback, customer interaction, vendor cooperation, and production process evaluation.

An important part of this commitment is our willingness to communicate with our employees, vendors, and customers to help them understand the long-term environmental impact of their product choices. We're committed to helping customers make sustainable material and design choices whenever possible and we encourage you to communicate with us about sustainability so that we may inform and assist you in any way you need.

Keeping Your Data Secure

- ✓ HIPAA/PHI Compliant
- ✓ SOC 2 Compliant
- ✓ ISO:9001:2015 Certified
- ✓ HITRUST CSF Certified



Meet Form. Meet Function. Meet OneTouchPoint.

If you want to deliver an unparalleled brand experience, you need to partner with the best. OneTouchPoint can elevate your brand, increase margins and speed time-to-market with its industry-leading managed print and digital engagement services, supply chain and fulfillment technologies.

Learn more at **1touchpoint.com**