



## Welcome to McCormick Armstrong

McCormick Armstrong offers a world of printing solutions. From domestic commercial sheetfed and web printing, digital printing, bindery, mailing, and fulfillment to a vast array of international production solutions, McCormick Armstrong is a logical choice when you are looking to make a lasting impression.

You'll find that we seek to understand your marketing and communication objectives, offer appropriate strategies, and then put over one hundred years of experience behind your vision.



### Printing Solutions



Prepress  
Offset Printing  
Digital  
Personalization/  
Variable Data Printing

### Finishing



Coating  
Bindery

### Distribution



Fulfillment  
Mailing  
Kitting & Assembly

### Promotions & Branding



Custom Products  
Stock Products  
Scenic View Calendars

## About Us

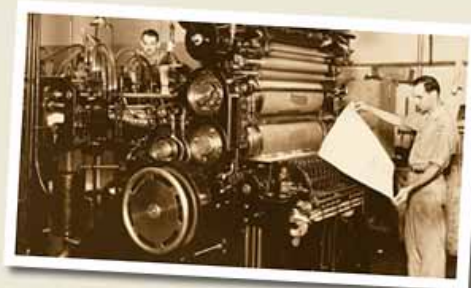


Everything has its beginning. Ours was in a one-room loft in downtown Wichita, Kansas. Our equipment consisted of one "jobber," a few cases of type, a conscientious young journeyman printer, and a constant determination to deliver printing of such quality that every piece might be used as a sample of our work.

The McCormick Press was established in 1901 by A.G. McCormick, a young man who had served his apprenticeship before attaining high school age. In 1912, a partnership was formed with Charles H. Armstrong, then a salesman of printing for Armstrong Printing Company, and the shop was moved into our current location, which has grown to four company-owned buildings housing our headquarters and main production facilities. Thus began McCormick Armstrong Co., Inc. In the 1950s and 1960s the company's stock was publicly owned and traded. In 1968, the company returned to private ownership with E.W. "Pete" Armstrong as the Principal Owner. After Pete's death in 2009, the company continues under the primary ownership of the Armstrong family with the steadfast leadership of our CEO, Jake Shaffer.



Today, McCormick Armstrong is a nationally recognized, award-winning, state-of-the-art manufacturing facility which provides complete digital prepress workflow, high-quality web and sheetfed commercial and contract printing, digital printing, fulfillment services, mailing and complex distribution. With our continued investments in technology and our experienced, dedicated employees, we are able to provide our customers with more than just printing.



### **Experience, Craftsmanship and Technology**

From these three elements, we have forged a tradition and reputation around the world for giving sight to your ideas, beyond your expectations.

With more than a full century behind us we look back and see that a lot has changed since 1901, but not our tradition for excellence and dedication to making your visions a reality.

### Awards

At McCormick Armstrong, we feel the best award we receive is return work from our satisfied customers. However, we have been recognized by our community, our industry, and our customers in other ways as well.

#### Industry Awards

##### Premier Print Awards – Printing Industries of America

2010 Award of Recognition – 2009 Bulova Harley Davidson Brochure

2010 Certificate of Merit – 2009 Bulova Sears Flyer, 2009 Bulova Mailer, and September, 2009 McA newsletter (Super Soaker Swat Team)

##### Printing Excellence Award Competition - Printing Industries of America – Mid America

2010 Best of Wichita – 2009 Morgan Dane Jewelry Catalog

2010 Best of Category – 2009 High Plains Journal Down Country Roads Calendar and 2009 Bulova Mailer

2010 Award of Excellence – 2009 Montana Outdoors Photo Issue, 2009 Bulova Sears Flyer, 2009 Morgan Dane Jewelry Catalog, June, 2009 McA newsletter (Cup of Tea Bikers), and September, 2009 McA newsletter (Super Soaker Swat Team)

2010 Award of Merit – March, 2009 McA Newsletter (Kimono Cowboy), 2009 Original Jaun Pocket Foler and 2009 Bulova Harley Davidson Mailer

#### Customer Awards

2010 President's Commendation Award presented by the Society of Decorative Painters.

#### Community Awards

2010 Best in Business Award Finalist – presented by the Wichita Business Journal

2009 Best in Business Award Finalist – presented by the Wichita Business Journal

2009 Junior Achievement Hall of Fame – presented by Junior Achievement- Wichita Chapter to the late Pete Armstrong

2008 Best in Business Award Finalist – presented by the Wichita Business Journal

2008 Top Wichita Business Leader – presented by the Wichita Business Journal to Jake Shaffer, President & CEO

2007 Best in Business Award Finalist – presented by the Wichita Business Journal



## Prepress

Consistency and quality of color are critical when producing your product. At McCormick Armstrong, we take pride in the breadth and depth of prepress services we can provide. Along with electronic file transfer, computer-to-plate technology, and Internet-based proofing, our completely digital workflow gives you the finest quality and best value. Our ORIS Certified Proofing system leaves nothing to chance. Our customers have confidence in the consistency and reliability of the color production process. Our proofs are subject to a "pass-fail" test which eliminates subjective guesswork from our processes.



## Printing

### Offset Printing

Offset printing produces consistently high quality images, offers more paper choices with different texture options, and specialized inks to make your product POP. We operate 24/7 in order to meet the most demanding deadlines.

- Heat set web presses in full and half size with QTI Closed Loop Color Control including System Brunner, fully automatic plate change, fully automatic make readies, pattern perforation and scoring, 22 basic folds and endless variations, 4 & 8 page catalog folding module, and inline trimming, remoistable glue and scratch and sniff application

- Sheetfed presses with aqueous and perfecting capabilities
- Conventional and stochastic screening
- House stock programs to minimize client's paper costs
- Warehousing for client supplied stocks
- International print sourcing available from affiliate locations in Europe and Asia

### Personalization/Variable Data Printing

Get personal! Personalizing your material continues to be a powerful trend in communications today. The ability to customize a project, with variable data points allows your projects to be targeted as well as personal. Ask us about the trends in this growth area. Ask us about the new ways that you can make it personal with your next press run.

### Digital Printing

For short run projects or those requiring variable data, we offer digital printing.

## Finishing

### Coating

We've got you covered!

Adding a coating on your printed piece offers protection for the ink and allows you to add emphasis to your projects. McCormick Armstrong offers a host of coating options to choose from:

- Flood UV coating
- Spot and flood aqueous coating
- Spot and flood varnishing
- Specialty coating: Soft Touch, Reticulating varnishes, Textured, Metallics, Fluorescents, and Strike Through

### Bindery

Count on McCormick Armstrong to offer bindery services such as die cutting, automated folding, gluing, tip-ons, perfect binding, and much more.

- Automated folding
- Bangtail envelopes / order forms
- Collating
- Custom binding
- Die cutting
- Folding
- Fugitive / removable gluing
- Inserting automatically and by hand
- Inside / outside ink jetting while stitching
- Perfect binding
- Perforating
- Remoistenable glue
- Riveting
- Saddle stitching
- Spine gluing
- Tip-ons (Post-it notes, magnets, etc.)
- Wire-o binding



## Distribution

### Get there from here

With our central U.S. shipping location, we can simplify logistics of your next program. Our global affiliates allow you to take advantage of international fulfillment and distribution also. The many shipping services of McCormick Armstrong are designed to offer you the flexibility and peace of mind you need when you're making a quality impression with your customers.

### Mailing

Let McCormick Armstrong help you reach your customers effectively and efficiently. Need customization and personalization? You got it! Having mailing services in-house offers you the control, cost efficiency, and the peace of mind you look for with your projects. Our experienced staff holds Mailpiece Quality Control (MPC) certifications, a program developed by the U. S. Postal Service for mailpiece design. Let our experience work for your company and your bottom line. McCormick Armstrong has a proven record of saving our customers money on postage costs.

### McCormick Armstrong's mailing services include:

- Database/List management
- Inserting
- Tabbing
- Live Stamps
- Stickers
- Post-It-Notes
- Magnets
- Match Mailing
- Inkjet Addressing
- Polybag Wrapping System

## Kitting & Fulfillment

### Anyone can ship. McCormick Armstrong delivers!

Looking for a fulfillment partner to help your business grow? Let McCormick Armstrong help you. We offer storage, pick and pack, packaging and shipping, and secure online payment processing from your customers. Most importantly, the supporting database for a fulfillment program is key. Our technical staff has the ability to offer and support fully functional and customized on-line databases that can also create reports on the success of your program. This way, you can stay in touch and can make program adjustments as needed.

If you need to move product fast, our quick-turn resources will meet the challenge. Located in the heart of the Midwest, we efficiently service all major points of shipping from coast to coast.

Got a big project? Let McCormick Armstrong's experience and expertise go to work for you. We provide full service packaging, kitting, and assembly solutions using the latest in equipment and technology. We help get your product to market faster AND help you control your costs. Our operations offer both hand-assembly and automated operations for personalized or blind matching.

Our efficient, consistent, and quality controlled process lowers your cost per finished good. In addition, our flexible workforce scheduling adapts to your job requirements while saving you overhead costs. Trust McCormick Armstrong to deliver on-time and accurate results.

## Promotions & Branding



TerrellCreative

**Looking to build your company's brand? Then look no further than McCormick Armstrong and our creative division, Terrell Creative.**

### We do WOW!

Finding the right solution at the right price within the right time schedule can be a challenge. Given the many local and international solutions available through McCormick Armstrong and Terrell Creative, you will have the flexibility and the creativity you need to make a difference with your next project or marketing program.

Our products are innovative in their design, construction and packaging. The result is solid product designs unique and exclusive to your company. Choose from our existing product lines or let us help you create your own custom product to fit your specific needs and budget.

- Playing cards and Playing Card Sets
- Flexible, Wooden, Photo, and Acrylic Magnets
- Calendars
- Magnetic Frames
- Photo Essay Books
- Individual Note Cards
- Journals
- Photo Frames and Albums
- Frame and Album Box Sets
- Postcards
- Memo Sheet Box Sets
- Pocket Size Note Pad and Pen Set
- Scrapbook Kits and Accents
- Photo Sticker Sets
- Frame and Wooden Ornaments
- Ceramic and Porcelain Mugs
- Shot and Shooter Glasses
- Thermal Tumblers
- Coasters
- Melamine Tableware
- Wooden and Acrylic Keychains
- Snow Globes
- Plush Toys
- Die Cut and Boxed Puzzles



## International Sourcing

International outsourcing is an excellent way to save money on your next book project, direct mail campaign, or premium branding product. You can take advantage of low cost offshore production, finishing, packaging and logistics services while staying on schedule and on budget.

Simply using offshore suppliers is not enough for McCormick Armstrong. We've spent the last 25 years developing trusted supplier relationships through our affiliates in Asia and Europe. In addition, we are able to negotiate competitive postal rates on your behalf through our close relationships with postal operators throughout the world.

Want to find out more?

To discover how we can help you cut your costs, please contact your McCormick Armstrong representative. Based on the information you provide, we'll recommend options that will enable you to meet your goals.

## Stock Products

Our line of stock merchandise continues to expand as we research and identify new products that have unlimited market potential. What a great way to increase sales while controlling your costs and your inventory. We currently offer:

- Single Deck Playing cards
- Flexible Magnets
- Photo Magnets
- Calendars

Visit our online store to browse our products. Or contact us today to place your order – 1-816-231-4008.



## Scenic Calendars

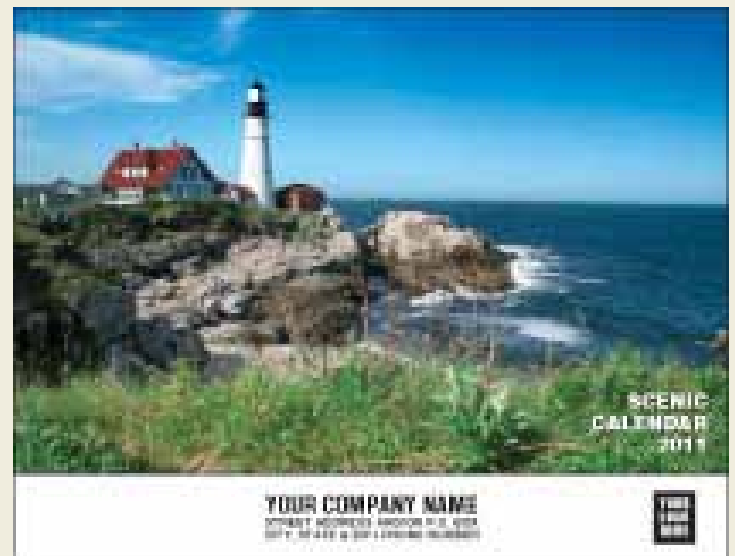
For over 90 years, McCormick Armstrong has been helping businesses market themselves every day of the year, 24 hours a day. How? With our beautiful, customized scenic calendars. Each calendar is 13 months and each month has a beautiful, full-color picture, depicting a different part of our beautiful country at different times of the year.

Beautiful snowfall scenes to desert vistas to incredible fall colors have decorated our customers' walls for decades. Each calendar can be imprinted with your company logo, slogans, phone numbers, or any other information you would like in full color or black and white.

The calendars come in two sizes: the Jumbo at 17 x 23 ¾" and the Standard at 10 7/8 x 18 ½". It is a great way to keep your contact information in front of your customers and prospects, and makes a great holiday gift too.

See this years calendar at:

<http://www.mccormickarmstrong.com/calendars>



## Green Printing

**McCormick Armstrong is proud to be an FSC Certified Printer.**

We are all looking for ways to reduce negative impacts on the environment. When it comes to your marketing and print material, you should not have to choose between quality and environmentally green printing. McCormick Armstrong proudly uses green printing practices and recycled paper in order to help preserve the environment. We offer several basic eco-friendly solutions that will allow you to reach your sustainability goals.

### **FSC Certified**

FSC is an independent, not-for-profit organization that promotes responsible management of the world's forests. Products with the FSC label are independently certified as being from forests that are managed to meet the social, economic and ecological needs of present and future generations.

### **Environmentally Friendly Printing Practices**

We have reduced VOC (volatile organic compound) emissions through the use of vegetable based inks versus the traditional petroleum-based inks.

Much of our house stock contains 10% post-consumer recycled content or is FSC Certified paper.

Our non-toxic, water-based aqueous coatings are 100% biodegradable. This finish, which we recommend, not only allows the product to withstand scuffing but allows unused pieces to be recycled.

Our waste paper and printing plates are recycled.

We recycle our solvents and employ chemical recycling strategies that reduce hazardous waste streams.

We significantly reduce paper waste in printing and binding operations through greater efficiencies and updated equipment.

## Pre-Press & Press Equipment & Services

### Pre-Press

(3) Mac Work Stations

#### Macintosh Software

The latest versions of Mac OS, Adobe Acrobat Professional, Adobe Illustrator, Adobe InDesign, Adobe Photoshop, Enfocus PitStop Professional, Extensis Suitcase Fusion, Fetch, File Maker Pro, Macromedia Freehand MX, Markzware Flightcheck, Preps, Quark Xpress, Toast Titanium, Stuff-It Deluxe

#### Scanning

CrossField 6250 Celis Digital Laser Scanner  
Epson Perfection 4870 Photo

#### Digital Proofing

Xante Laser Printer  
2 - Epson Pro 9900  
CGS Color Tuner Software & Archival Inks  
Oris Certified Proofing  
Epson Stylus Photo R800 color ink jet CD printer  
Canon Imppo Proofer

#### PC Hardware

(2) IBM Clone PC's

#### Workflow

Kodak Prinergy  
Preps 5.0,  
Blueline Cip.3 Imposition  
Soft Proofing  
Dalim Dialogue (Web Based Viewing)  
Digital Platemaking  
Lotem Quantum Automated Thermal Platemaker  
Automated Fuji Thermal Plate Processor  
Manual Fuji Plate Processor

### Pressroom

#### Heatset Web Pressroom

GOSS M-600C 5 Unit Heat-Set Web Press  
QTI Closed Loop Color  
QTI Registration Guidance System  
QTI Cut Off Controls  
Combination Folder  
Vitts Sheeter  
WPM Pattern Perforator  
WPM 1 Side Aqueous Coating (Flood or Spot)  
WPM One Side Re-moistenable Glue Unit  
4 & 8PG Catalog Folding Module  
Spine Glue  
HARRIS M-110B 5 Unit Heat-Set Web Press  
GMI Color Console  
GTI Registration Guidance System  
Combination Folder  
Sheeter  
Re-Moistenable Glue  
GAMMERLER TRIMMER RS 111/530  
4-knife Rotary In-line Trimmer

#### Sheetfed Pressroom

HEIDELBERG SPEEDMASTER 6-COLOR 28" x 40"  
Perforator (4/2)  
Aqueous Coater  
BILLHOFFER FLOOD UV COATER  
Max Sheet Size: 30" x 40  
Min Sheet Size: 8" x 8"



## Bindery - Mail & Distribution Equipment & Services

### HEIDELBERG 705 SADDLE STITCHER

9 Pockets  
Cover Feeder  
Inside/Outside Ink Jet  
3 Knife Trimmer

### HARRIS 650 SADDLE STITCHER

6 Pockets  
Cover Feeder  
Calendar Punch  
3 Knife and 4th and 5th Knife Trimmer

### MBO FOLDER

26" x 69"  
Inline Banding

### MBO FOLDER

23" x 50"  
Double Gate and Knife Folding

### MBO FOLDER

23" x 50"  
4 Head Inline Gluing  
Hot Melt Glue  
Fugitive Glue

### LONGFORD COUNTER BANDER

### BUSKRO ATLAS/APOLLO HP INKJET

Dual Head  
Color Inks Available

### DOMINO EDITOR II INK JET

### EMC INSERTER

6" x 9"  
6 Stations Match  
Mailing Capable

### MAILCRAFTER INSERTER

6" x 9"  
Edge II Batch Counting

### SHERIDAN 705 SADDLE STITCHER

6 Pockets  
Cover Feeder

Calendar Punch

3 Knife and 4th and 5th Knife Trimmer

### POLAR MANUAL CUTTER

45" Max Width

### HEIDELBERG XT-115 AUTOMATIC CUTTER

Piece Weight Counting System  
Automated Palletization  
Automated Presets Via JDF  
Aerator and Jogger

### BAUM AUTOMATIC DRILL

Shuttle Feed  
10 hole Capability

### CHALLENGE MANUAL DRILL

3 Hole Capability

### COMPACTA SHRINK WRAP

### QUICKWRAP POLYBAG WRAPPER

4 Feeders

### KIRK RUDY TABBER

Post It Notes  
Live Stamps  
Stickers  
Magnets

### (2) PROFOLD TABBERS

Applies 3 tabs per new postal regulations

### (2) UPS WORLD SHIP STATIONS

### FED EX SHIP STATION

### SHERIDAN 705 SADDLE STITCHER

6 Pockets  
Cover Feeder  
Calendar Punch  
3 Knife and 4th and 5th Knife Trimmer

### POLAR MANUAL CUTTER

45" Max Width

### HEIDELBERG XT-115 AUTOMATIC CUTTER

Piece Weight Counting System  
Automated Palletization  
Automated Presets Via JDF  
Aerator and Jogger

### BAUM AUTOMATIC DRILL

Shuttle Feed  
10 hole Capability

### CHALLENGE MANUAL DRILL

3 Hole Capability

### COMPACTA SHRINK WRAP

### Customer Testimonials

"I know I am not the largest business on the McCormick Armstrong list, but they always treat me like I am. As a small business owner, I really appreciate their willingness to work with me. I would highly recommend them to anyone searching for a printer. Old-fashioned customer service. The latest printing technology. What a wonderful combination."

**Carrie Follis**  
**Green Tangerine Publishing**



"McCormick Armstrong has been a valued partner, providing full service production/lettershop services in my printed communications for The Release Technique audience. They have showed an understanding of my business, which has helped the process move smoothly, hitting the targeted mail dates."

**Larry Crane**  
**The Release Technique**  
**Sherman Oaks, CA.**



"High Plains Journal is the #1 weekly ag publication reaching 51,000 of American's best farmers and ranchers in the high plains. We have worked with McCormick Armstrong for over 50 years. They are more than just our printer, they are our strategic partner. We rely on McCormick Armstrong to meet our demanding schedules and they always come through."

**Tom Taylor**  
**President, High Plains Journal**  
**www.hpj.com**



*Excerpt from speech given at Society of Decorative Painter's 38th Annual Conference and Expo:*

"Since 1986 the Society of Decorative Painters has enjoyed a remarkable relationship with an award-winning company that has forged its own tradition and created a reputation for quality acknowledged around the world. This award-winning company has treated the Society as a partner, not a client; and it is my pleasure to present the President's Commendation Award to McCormick Armstrong of Wichita.

McCormick Armstrong understands our needs and their dedicated staff works hard to meet them. Knowing, for instance, that "The Decorative Painter" requires unsurpassed color to best showcase its members' art, McCormick Armstrong has created a special "ink curve" process that provides the maximum saturation and sharpness of image required to make a painting truly jump off the page. Their use of staccato screen printing adds vivid, true to life reproduction. They keep the Society's best interest in mind, just as a partner should, buying and storing paper when the price is low, for instance, and passing the savings on to us.

Our heartfelt thanks goes out to McCormick Armstrong. Please welcome their representatives, Jake Shaffer, CEO, and SDP account rep Cheryl Wells."

**Nancy Genetti**  
**President, Society of Decorative Painters**

