



Catalogs

Fact Sheet

Showcase Your Brands Best Products

Command attention, connect with highly qualified buyers, and promote your brand with printed catalogs. Catalogs are a quick and easy way to get your products and services at the homes and in the hands of your target audience. Differentiate your brand from competitors and create a desire for what your company is offering by making your catalogs a go-to sales piece. Catalogs are a cost-effective way to communicate a large amount of information to your customers in an eye-appealing, tangible format. Anderberg Innovative Print Solutions has created solutions for your catalogs that will inspire response and increase your return on investment.

Our Solution

Our experienced, creative team will help you step-by-step through your print catalog process, from planning, production, and mailing. We have streamlined our catalog workflow to help our customers get the best possible outcome based off their unique catalog needs.

With our 4-color offset capabilities, we can deliver high quality pages quickly and efficiently, while lowering your related costs. We also have a variety of different bindery options aimed at grabbing your target audience's interest with print solutions that set you apart from the competition. Make your catalogs a high quality tool that your customers can read and refer them for ordering and browsing.

Fulfillment

We have developed a simple inexpensive fulfillment process that works well within a fixed budget. There is no complicated training. We store your products in our secure building that is heated, air conditioned, and humidified.

Build Trust

Create a seamless brand experience through all available purchasing channels. By having something for your customers to hold in their hands, catalogs build a trust in your brand and in your services and products.

Mailing

We offer catalog-mailing services that allow cataloguers of all sizes to increase their ROI. Our mailing experts are up to date on the latest mailing trends.

Increase Engagement

Integrated with online medias, catalogs can make your brand more memorable, and set you apart from the competition.

Catalogs fulfill the need to engage with customers by telling your story, and showcasing your products and services.

Services / Capabilities

Offset Printing
Digital Printing
Free Consultation
Retouching
Finishing
Creative/Design

Bindery

Redefine your brand with the variety of binding options that can increase the power of your marketing efforts. Elevate your catalogs' look with:

- Perfect Binding
- Saddle Stitching
- Wire Binding
- Smythe
- Spiral

Full service direct mail
Variable Data
Page layout
Prepress
Imaging
Scent Marketing

Specialty Services

Our unique inks, coatings, textures, smell technology, die cutting, and embossing, are just a few examples of high-volume, cost-effective advertising that stands out and stays with the end user.

Letterpress
Special coatings
Unique paper
Hand assembly
Mailing
Fulfillment

Our Team Is Your Team

At Anderberg Innovative Print Solutions, we're always looking for new ways to elevate your brand with print and media solutions, strengthening customer engagement.

We have the latest coatings and specialty print effects to increase multisensory excitement to your direct marketing or any other print needs our customers may have.

Special effects have been proven to keep viewers looking at an advertisement; the longer a viewer looks, the better chance you have at creating conversations and becoming memorable. Anything that draws attention to your printed material will improve your return percentage and may allow you to cut your run lengths, getting the same results (inquiries).

We Believe In Educating Our Customers

Anderberg has a long history "since 1971" of not only being a **top quality printer**, but a supplier that wants to help make you a **profit**.

Not knowing is uncomfortable. - We believe in educating our customers so that they can successfully print their projects right, on time, and at the right price.

We offer a training tool called "**Print Buyers Guide**" that is **FREE** on our website. If you would like to receive a free copy in the mail, Sign up for it on our website.

Can't wait?

See for yourself if we are worth talking to...

Contact us now!

"We make tough jobs simple" - website, email, tollfree, fax, or if you still use the phone.

call us at 952-848-7300

Still not convinced?.. Go to **www.anderbergprint.com**
We want to hear from you by whatever means.

