



Commercial Specialty Print Services

Fact Sheet

Grab Attention and Add Shelf Life to Your Printed Products

Customize your print marketing material to captivate your audience and increase your response rates. Use our specialty printing services to deliver your brand's message to acquire powerful results and successfully mesmerizing your target audience with our unique inks, die cuts, folds, foiling techniques, and textures.

Let us help you to drive business with custom designed printed materials. With our innovative specialty and commercial printing team, we take your job from start to finish, elevating your print marketing material's look and ensuring that your brand gets the awareness that it needs.

We are an award-winning specialty and commercial printer. Let us help you to transform your ideas into completed award-winning print. Whether it is catalogs, brochures, direct mailers, or print campaign, we can help you to drive your business to success with our specialty printing services.

Full Service

We offer end-to-end capabilities, ensuring full quality control and the ability to make sure that your print job is done right and on time. We offer media solutions, paper services, offset printing, thermography, letterpress, finishing, fulfillment and distribution, mailing, kitting, and so much more.

Broaden Awareness

Specialty Printing effects have proven to increase our customers' ROI. Our print experts can help you to strengthen your brand image, promote customer loyalty, and increase overall sales with our innovative print solutions. We can help you to integrate with your brand message and spread awareness through high quality printing.

Services/Capabilities

Free Consultation
 Creative/Design
 Digital Printing
 Offset Printing
 Letterpress
 Variable Data
 Prepress

Page layout
 Retouching
 Scent Marketing
 Custom Envelopes
 Foil Stamping
 Fancy Folds
 Cutting

Paper to lamination
 Special coatings
 Unique paper
 Hand assembly
 Mailing
 Fulfillment



Scratch-Off

Effectively grab your target markets attention through interactive print design. Appeal to your consumers' senses of sight and touch by incorporating scratch-offs into your print marketing. Let us help you to increase your ROI with our scratch-off marketing solutions.



Custom Inks And Coatings

UV Coatings: Add eye appealing effects to your marketing materials, creating a durable and rich quality with matte or gloss effects to enhance their message.

Dull Coating: A new coated finish between gloss and matte that creates a subtle, alluring sheen without the shine or glare. Mesmerize your audience with our unique coatings and inks that we offer.



Scent Marketing

A full sensory experience with a high quality rendition of almost any aroma. This can give customers a way to sample personal care promotional items or a great addition to direct mail or marketing material. There's a long list of scents to choose from; some examples include: Fajita, baby powder, cherry pie, popcorn, fresh air, beer, and pumpkin. A great way to constantly promote your brand. In fact, rub and sniff will hold it's smell up to 1 year. Custom scents can be manufactured to last even longer.

Allow 4-6 weeks for us to get the special materials or scents.



Textures

Texture: Imagine adding a "sandy" texture to a image with sand in it or a leather texture to an advertisement of a leather jacket. Giving your marketing materials / promotional items texture can increase brand awareness. By feeling the fabric of a couch that a customer is interested in buying, will increase their brand-trust.

Soft Touch: This special effect allows you to give your printed products a "soft" effect such as the feel of silk or velvet, leaving your customer with a warm and inviting feeling.



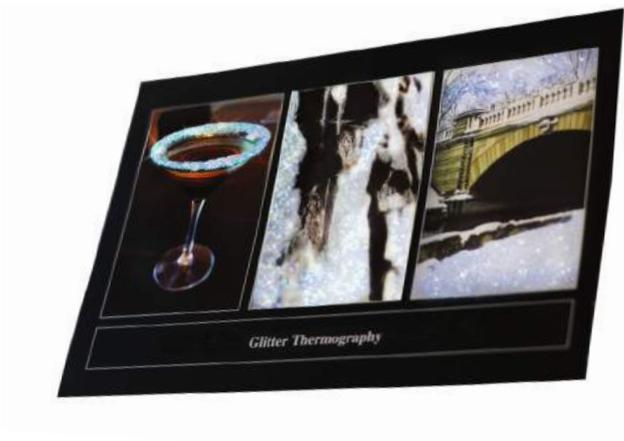
Embossing

Custom embossing is an excellent way to evoke feelings of elegance and professionalism to your printed piece. It's one of the most inexpensive imprint methods and is often time used on Presentation folders, business cards, letterheads, and invitations.



Foil Stamp

Make your printed piece shine by adding a foil stamp. Foil stamping can be combined with embossing to create a more striking three-dimensional image, this is a great way to enunciate your brand promise!



Glitter

Add a sparkle to any design with our glitter technology. Differentiate your printed pieces by adding a custom touch to enhance engagement and to increase your ROI. Dazzle your greeting cards and marketing material with this technique.



Die-cutting

Want to get an edge on the competition? This is a great way to grab the attention of your customers. Die-cutting is the process of cutting paper in a shape or design. Custom labels are commonly die-cut with unique shapes.

Specialty Products

Custom Envelopes
Brochures
Catalogs
Calendars

Specialty Books
Booklets
Manuals
Labels

Greeting Cards
Folding Cartons
Direct Mail

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.