

## Digital Print and Data Solutions

### QUALITY

Our digital printing processes utilize true ink on paper technology with up to seven colors to provide the highest quality products available.

### COST EFFECTIVE

We work with our customers to design and implement cost effective solutions. We recommend conducting a needs analysis to make sure the right solution is utilized.

### RETURN ON INVESTMENT

Track your ROI with one of our cross media marketing solutions using Personal URLs (PURL). We have the ability to closely track response rates and provide real time statistics for marketing campaigns.



- Print-On-Demand (POD)
- Variable Data Printing (VDP)
- Web-To-Print (WTP)
- Dynamic Publishing
- Cross Media Marketing

Adair Digital Services provides custom solutions for today's changing marketplace. We can provide off-the-shelf or custom solutions for our customers.

These range from simple web site/portals for on-line ordering to punchout systems and compose-on-demand publishing solutions.

Our goal is to grow and expand with our customers' needs, leveraging technology to provide the best solution available. Our team will work with a client and perform a needs analysis to ensure the correct solution creates the right results.

As a leading print solutions provider, Adair is committed to providing the best solutions to meet our customers' needs. Founded in 1931, Adair is still a family owned and operated business that listens to and values our customers. Adair has grown and prospered to become one of Michigan's premier printing companies.

We are dedicated to providing complete publishing, printing and information delivery solutions to meet the changing needs of our clients. If you are not taking advantage of all that Adair has to offer, we challenge you to try us and see the Adair Advantage!

**1931 - 2011**

80 Years Strong for a Reason...



# Service Features and Benefits

## PAPER CHOICES

Our digital print equipment employs a unique system that allows us to use a wide variety of paper stocks. Virtually any paper from a traditional print process can be used on our digital equipment.

## DATA SOLUTIONS

Adair employs its own development staff and can create custom solutions for hard to handle data requirements.

## TURNKEY SOLUTIONS

From web applications to composition-on-demand we provide turnkey solutions for our customers. These include custom management and reporting systems.

For more information on any of our products or services please visit us on the Web at: [www.adairprinting.com](http://www.adairprinting.com)



## WEB-TO-PRINT

Materials produced by a Web-To-Print (WTP) process include business cards, brochures and stationery that can be printed in full color or in black and white on various papers and in various finishes. WTP systems can also be used for personalization and distribution of other marketing materials such as presentations, seminars, logo items and even email and other electronic media.

## VARIABLE DATA PRINTING

Variable Data Printing (VDP) is a form of on-demand printing in which elements such as text, graphics and images can change from one printed piece to the next, without stopping or slowing down the printing process using information from a database or external file.

## PRINT-ON-DEMAND

Print-on-demand (POD) is a process in which new copies of a product are not printed until an order has been received. Many clients use POD services to maintain a large backlist and some even use POD for all of their publications. POD is used in many circumstances, such as reprinting older titles that had been out of print or for performing test marketing.

## DYNAMIC PUBLISHING

This technology is often leveraged in Web-To-Print solutions for corporate intranets to enable customization and ordering of printed materials, advertising automation workflows inside of advertising agencies, catalog generation solutions for retailers and variable digital print on demand solutions for highly personalized one to one marketing.

## INTEGRATED MARKETING PROGRAMS

Adair offers turnkey cross-media Integrated Marketing Programs. These programs use print, e-mail and web based solutions simultaneously to maximize your marketing return on investment. Utilizing multiple media types for a common integrated marketing campaign can increase results tenfold. Using the internet to capture the results of your marketing campaign allows you to measure response rates and measure your return on investment as the program progresses.

## MARKETS SERVED

Automotive  
Medical  
Service Based  
Manufacturing  
Educational  
Marketing  
Industrial  
Transportation

ISO 9001:2008 CERTIFIED /



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