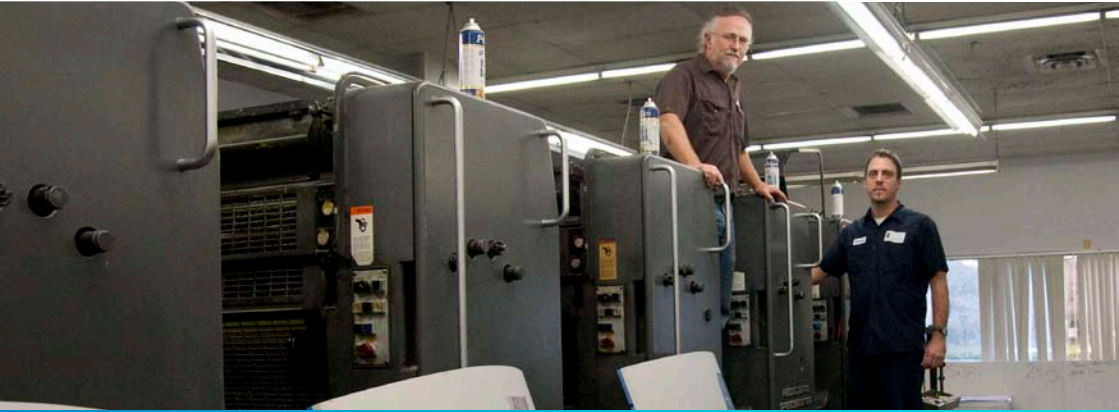


Nationwide Graphics



A personalized approach to printing

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Nationwide Graphics



Nationwide
began in
1998



Nationwide's
executive team

Nationwide Graphics: A *personalized* approach to *printing*

CEO Carl Norton explains that by breaking the mold this Texas printer is able to provide a broader array of services

Written by Gabe Perna

Produced by Sean Bakke

Carl Norton, Jerry Hyde and the people at Nationwide Graphics do things a little differently than other printing companies. Everything from the company's corporate structure to its customer relations is done with an outside the box mentality. As Norton says: "We offer more services than just printing. It's different than just printing something for a customer and then saying 'get it out of here.'"

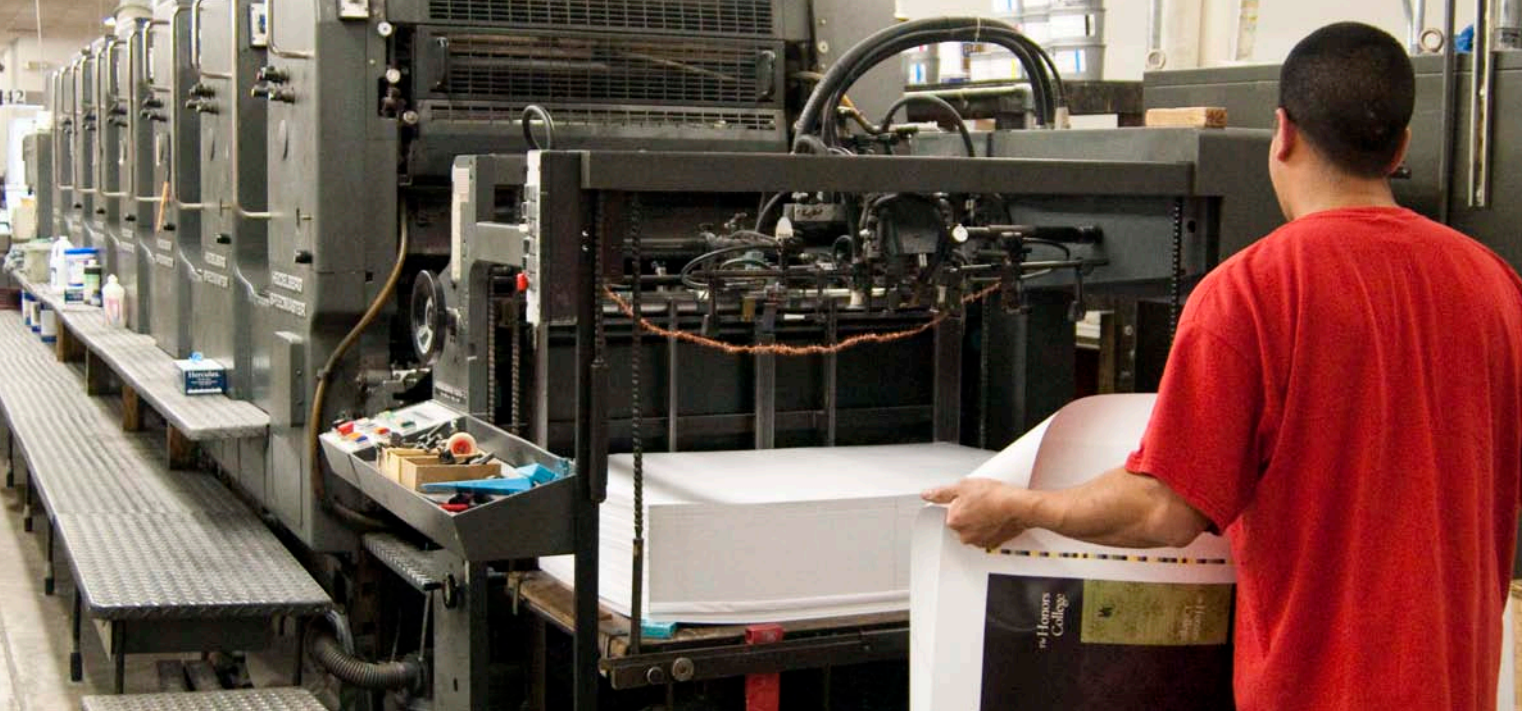
The company's distinguishable traits can be traced back to its roots. Norton and Hyde began Nationwide Graphics in early 1998 through the acquisition of several smaller regional printing companies. The duo came into the printing business with no prior printing experience. However, what some saw as a disadvantage they saw as an advantage. "We have a distinct advantage not being printers in that we look at things differently," says Norton, Nationwide's CEO. "We hired Jeff Glover and then he hired some other guys who know all there is to know about printing. In

addition, each of the acquired companies is run by a seasoned printing professional. So, us looking at things from an outsider's perspective and working with people who know how to handle the day-to-day operations has worked out pretty well. I think it's silly to go into a business and say 'let's do it like everyone else is doing it.'"

Breaking the mold

Along with offering traditional printing services, Nationwide Graphics can manage its customer's orders for them. Rather than storing unused items, a Nationwide customer can order an exact amount through Nationwide's Argosy system and it will be produced on its digital/variable printing equipment. If the customer needs more prints at a later time, Nationwide has the ability to print them at that time. Therefore, waste from over-ordering can be eliminated. Nationwide will also mail the customer's items. Therefore, it can be a "one-stop-shop" for its customers.

Nationwide Graphics



Nationwide has 15 locations throughout the country.

Nationwide offers a “one-stop shop.”

OK
GOING GREEN IS
THE SKY IS CRYING
 Great things are done when men and mountains meet.
 This is not done by jostling in the street.
 2004-2005 MOTHER EARTH
TEXAS STYLE
 8,000,000 LBS OF RECYCLED PAPER
CAUSE AND EFFECT
 4,000,000 LBS OF WOOD AND
 6,000,000 GALLONS OF WATER SAVED.
 OLMSTED-KIRK EXTENDS SPECIAL THANKS
 FOR PARTNERING WITH US TO PRESERVE OUR PRECIOUS RESOURCES.
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“With us there is a quick turnaround,” says Hyde. “If you can have a whole job from printing to mailing to storage, the buck stops with us. We aren’t worried about sending the items across town or across the country. It is significantly different than the average printer because they can’t buy the expertise we have. We operate at an entirely different level than most printers.”

For Norton and Hyde the main goal is to break the mold of a traditional printer. One instance of breaking the mold is the development of Argosy. The distinctive web-based system created by Nationwide’s IT Department provides the customer with complete ordering and fulfillment services and it’s all online 24/7. The Argosy system allows for modification, printing and shipping without the customer having to touch the project. In turn, this cuts costs significantly and speeds up the completion of the project.

Digital/Variable Revolution

Nationwide Graphics also has gone digital and

variable. Nationwide operates in all business segments and has made the transformation to digital/variable technology in a big way. Digital/variable technology allows for a quicker turnaround, lower costs and better marketing techniques for its customers.

Norton refers to niche marketing strategies as the key to Nationwide’s digital/variable success. “When you are mass-mailing brochures, they might get read 2-3 percent of the time. However, they are more likely to be read if the brochures are personalized and don’t just say “current resident” on the envelope. With digital/variable printing, we can produce very customized applications and many times get a 20-30 percent response rate” explains Norton.

Norton and Hyde say they believe digital/variable printing is the way to go as it’s much more effective and gets better results. However, they do not force it upon their customers. “It is customer driven. If the customer doesn’t want it, then we don’t push. Usually, we show

Nationwide Graphics



Nationwide is experiencing the digital revolution.



Nationwide prides itself on doing things differently.

FACTS AT A GLANCE

COMPANY NAME: Nationwide Graphics

CEO: Carl Norton

SERVICE: Printing and supply chain management

ESTABLISHED: 1998

EMPLOYEES: 700

REVENUE: US \$150 million

www.nationwidegraphics.com

the customer how it can be done. But you can't get to the point where you are still selling if they aren't buying," explains Norton.

Truly nationwide

One of the other reasons for Nationwide's distinct advantage is its multiple locations and operating structure. Along with its headquarters in Houston, Nationwide has several locations which operate in a decentralized fashion throughout the country. In total, there are 15 locations under the Nationwide umbrella stretching from Las Vegas, NV to Greensboro, NC, up to Pontiac, MI and down to Hialeah, FL.

Norton and Hyde see this as an advantage for several reasons. Because Nationwide's services are spread in a variety of industries in different locales, good business in one location can offset an economic downturn in another.

Additionally, with its multiple locations, Nationwide Graphics has a deep pool of knowledge from which to cull information and expertise. For instance, one group might be experts in fulfillment while another might have particular expertise in mailing. One plus one can equal more than two!

Most importantly, multiple locations allow easy, close access to quality printing for Nationwide's customers. "Many customers do press checks, so they want to be onsite to see if the job meets its specifications. Most customers would you rather go across town than have to get on an airplane, especially now that the country is in a recession! There is definitely a benefit in having many different locations, especially when items need to be

"If you can have a whole job from printing to mailing to storage, the buck stops with us"

- Jerry Hyde , Co-Founder

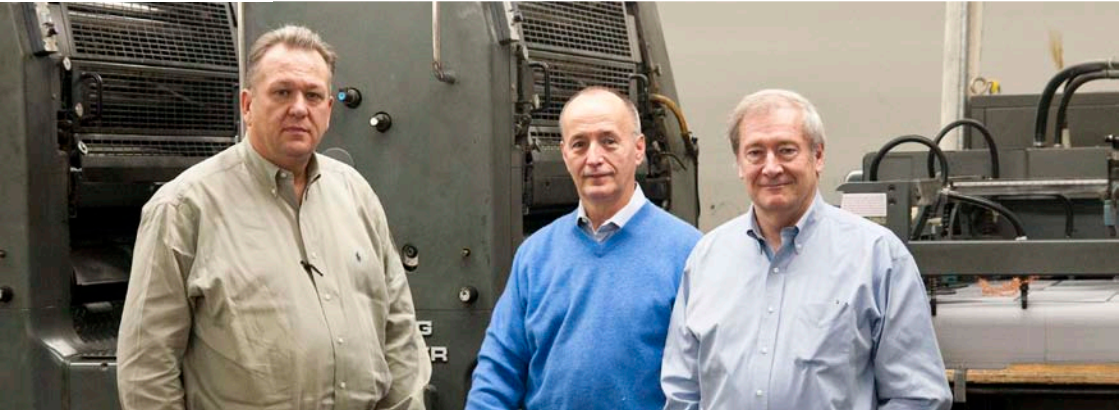
delivered throughout the country." says Norton.

Customer satisfaction is a paramount attribute at Nationwide. For instance, the company also offers its customers lunch & learn seminars and other training sessions. Here, Nationwide offers information on varying aspects of the industry including environmentally friendly strategies, digital/variable technology and how to overcome various 'pain points' for the different customers. It's just another example of Nationwide Graphics doing things a little differently. ■



Nationwide Graphics
2500 West Loop South
Houston, Texas 77027

T: 713.961.4700 | www.nationwidegraphics.com



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