



*we do* **printing**

ROCHESTER | SYRACUSE | UTICA | ALBANY

# Printing & Finishing Services

*The right printing technology is critical.*

Our HP Indigo line of full color presses can do more than you've ever imagined. Our newest 12000 series combines HP Indigo offset-matching quality, increased productivity and versatility. Not only can our production team operate our line of Indigo presses, they are also HP certified technicians. This means there is less down time for maintenance and more press time.

Using our Variable Printing Services, we create unique documents with personalized messages and images which can be geared towards each individual recipient. Our camera-based booklet making and inserting technology affords us unlimited flexibility to compliment the process by ensuring all variable printed pieces are properly matched.

To compliment our printing services, we offer the following leading-edge finishing solutions:

- Full Color Variable Printing
- Full Color Envelope Printing
- Large Format Printing
- UV Coating
- All-in-one Cut, Crease, Perforate & Fold
- Right Angle Folding, Perforating & Scoring
- Camera-based Inserting & Booklet Making
- Tabbing / Wafer Sealing / Glue Sealing / Live Stamp Affixing
- Automated Polybagging
- Warehousing & Inventory Control Analysis
- Product / Literature Assembly & Fulfillment Operations



# Integrated Marketing Services

*Market your message.*

Today, there are more ways than ever to market your message. What methods you choose can really get a conversation started. With a focus on achieving a greater ROI, we can help you incorporate multi-channel options. We'll show you how to develop a fully integrated program that compliments your existing efforts, with real time responses and enhanced visibility.

- Customized Landing Pages
- Personalized URLs
- Integrated Dashboard Access
- E-mail Marketing
- QR Codes / Mobile Marketing
- Reports and Analytics



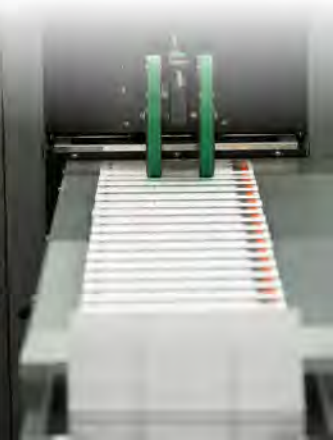
## Data Services & Mail Preparation

*Our mailing knowledge is exceptional.*

At PJ Green, mail preparation has been a big piece of our repertoire for nearly 100 years. Our knowledge is exceptional. We can ensure that your project is processed and mailed according to postal regulations while achieving available postal discounts. We have an on-site postal BMEU facility staffed with USPS postal employees. We are actively involved in many regional Postal Consumer Councils (PCCs), providing us immediate access to postal professionals and their knowledge.

We pride ourselves in offering comprehensive solutions with meticulous quality control standards. We provide a full range of services to optimize your mailings such as:

- Full Service IMB
- CASS / NCOA / PAVE / DPV
- Merge / Purge / Suppression
- Demographic Mailing List Acquisition
- Radius Mapping / Profiling
- Postal Drop Ship Analysis



# Graphic Design & Consulting Services

*Sometimes we have the solution, before you know you need one.*

This kind of intuitiveness comes with experience and knowledge which we have a significant amount of each. We apply the best practices and expertise towards achieving your project goals. Together we'll review your ideas to offer suggestions, and provide options to help you achieve your project goals while maximizing your budget.

- Cost / Benefit Analysis
- Project / Campaign Research & Strategies

## Creative Services

*A noticeable difference.*

At PJ Green, we offer smart, strategy-based, creative services. Whether you're starting from scratch, or tweaking an existing project, we can help you stand out from the crowd.

- Concept Development
- Copywriting
- Graphic Design
- Pre-Press File Management



# Promotional Products

*If you want to be remembered, put your name on it!*

Promotional presence is one of the strongest marketing tools at a company's disposal, and often the most overlooked.

At PJ Green we have a promotional division that is devoted to helping you enhance your corporate identity. With access to over 700,000 promotional products and apparel, we can help you realize maximum brand exposure at a cost that won't max out your budget. From golf events, to employee recognition, to corporate branding, and so much more; here are a few ways you can make an Impact for your next project:

- Writing Instruments
- Office Accessories
- Calendars
- Bags
- Sporting Goods/Leisure Products
- Drinkware
- Awards
- Buttons/Badges/Magnets
- Edible Gift Ideas



## Apparel

*Custom apparel for your team or organization.*

Looking for custom, high quality apparel? Allow us to design and create a unified look for your college, high school sports teams, class, organization, or group with apparel from PJ Green! Our customized shirts, sweatshirts, jackets, sweatpants, etc. are sure to make your team stand out in a crowd! Order your custom apparel today!



PJ Green is MWBE Certified. We have been certified in New York State as a Minority and Women Owned Business Enterprise.



We are proud to be certified as a RecycleOne Business through the Oneida-Herkimer Solid Waste Authority.

# About PJ Green, Inc.

PJ Green, Inc., the leading variable printing and mailing firm in Central New York, was established in 1928 by Philip J. "PJ" Green as PJ Green Advertising Service. PJ, his wife, Anna Mae, and their five children began the business in the garage of the family home on Albany Street in Utica.

PJ began his career by delivering advertising circulars and promotional items door-to-door. Soon he was able to process mailed advertising and other forms of volume distribution.

As the firm continued to grow, PJ's sons, Terry and Pat, joined their father and the company soon became incorporated. PJ ran the business for more than fifty years until his death in 1982. Terry succeeded his father as president and Pat as vice president and a second production facility was added in Syracuse that same year.

To accommodate their continued growth, in 1987 the company moved into a four-story, 125,000 square foot facility on Whitesboro Street in Utica. The main production facility and corporate offices remain at this location today, while a third office was opened in Albany in 2009.

Terry and Pat continued to build the family business until their untimely deaths. After Terry's passing in 1990, the family and employees were committed to keeping the company intact. Four of Terry's children still operate the business today.

The new millennium brought diversification to PJ Green when the company purchased the Town Crier, a 'good news' publication serving the residents of nearby communities. Since the purchase, circulation and content has more than doubled. PJ Green further expanded during this time by adding graphic design, integrated marketing, variable printing and promotional products to their service offerings. With the recent addition of PJ's great-grandchildren, the company is now a fourth generation family business.

In keeping with the family culture, many employees have over twenty years of service. PJ Green is poised to continue its success by providing innovative solutions for its clients and by retaining its dedicated employees.



## Contact

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