



THE boelte PRESS

A B O E L T E - H A L L P U B L I C A T I O N

CONTACTLESS PRINTING

INNOVATIVE IDEAS TO ENSURE SAFETY DURING A PANDEMIC...AND AFTER

Storefronts | Print Portals | Online Proofing

There isn't a single person left on the planet whose life hasn't been touched by the ongoing corona virus crisis. People in the most affected countries have been forced to retreat behind the doors of their homes to slow down the spreading of this disease, and entire companies are trying to stay on top of the impending threat of business collapse by transferring their staff to home office mode. And we can't even see the end of the tunnel yet.

Although the pandemic has brought people together in more than one way and united entire nations against a common enemy, the main precautionary measure is isolation, steering clear of public places, and avoiding contact with others.

Traditionally printers and their clients meet to review projects, examine color proofs, and color critical jobs typically require a press check at the end. What if you could do all of this with your desktop computer or mobile device from your office or even at home? With Boelte-Hall's contactless printing programs, you can!

Storefronts and print portals are very similar in function, but slightly differ depending on your intended

use. We build online storefronts to your specifications, allowing your customers to browse and purchase products such as school banners, political yard signs, promotional materials, and many other custom graphics. Imagine an eCommerce site for print!

Print portals are intended for your internal personnel to easily order and reorder printed office items like business cards, stationary, direct mail postcards and more. This is a great way to keep everyone on brand.

With the single-sign in method, each user can be assigned profiles or permissions to see everything, certain divisions, or individual products as needed. The look or branding of the site can change as well depending on the user's credentials. This is perfect for companies with different departments and locations, or smaller businesses who want to keep track of which product is in most demand and who's ordering it.

Another option our clients use is **online proofing** with Agfa's Apogee WebApproval. Apogee is an interactive portal for uploading and approving project pages which results in fewer

errors and improved efficiency. Apogee enables both our clients and our prepress team access to jobs from their desktop computer or mobile device. This shortens file reception and approval cycles to better meet today's project deadlines. Clients get 24/7 access to their jobs, which not only easier and safer for our clients, but also helps avoid mistakes and costly reprints.

Check out **page 2** for more info on how **Apogee WebApproval** works!

We look forward to seeing our clients in person. We will be a social society once again. Until then let's persevere together...Let's stay safe together... Let's **Print** Together!

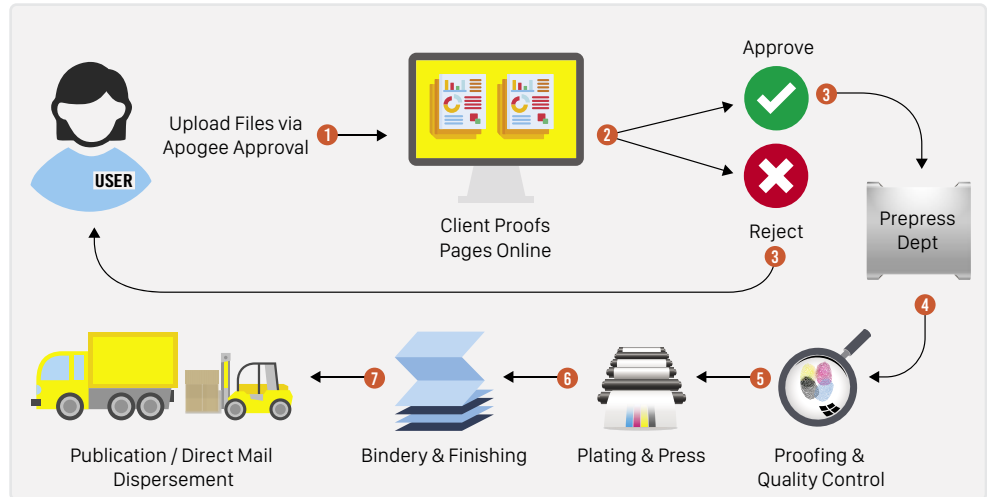
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ONLINE PROOFING: APOGEE

THE EASIEST AND SAFEST WAY TO PROOF AND APPROVE YOUR PAGES ONLINE

Many of our clients have used our online proofing system for years. We invite you to connect with us for a demonstration how it works, the ease of use, and why this system is a perfect solution to contactless printing during a pandemic, and after. Call (913) 766-7700 or send us an inquiry by visiting boelte.com/contact. We look forward to helping grow your business together!



- 1 User submits print ready PDFs to Apogee WebApproval
- 2 Assigned users notate, reject, and/or approve pages
- 3 Our prepress department releases final approved files
- 4 Proofing and quality control inspects files for errors
- 5 Plates are automatically processed and sent to the press
- 6 Pages are cut, bound, finished and packaged
- 7 Printed materials are dispersed via local courier, USPS, or your preferred method of delivery

LARGE FORMAT SAFETY SOLUTIONS



BANNERS & YARD SIGNS



Order from a variety of styles, sizes, and colors, or customize your own banners and yard signs!

WALL & FLOOR GRAPHICS



Wall and Floor Graphics help promote safety and new guidelines for your area's continued recovery plan.



DIRECTIONAL SIGNAGE

Reduce the risk of spreading germs by keeping your visitors on the right path using Directional Signage!

Call (913) 766-7700 or visit Boelte.com for more information about our large format printing and safety solutions for your workplace. We are ready to take your orders and ensure your business is covered!

DIRECT MAIL AND COMMERCIAL PRINTING



We've all heard people say, "digital is the way to go. Social, organic, PPC... that's the way to bag leads and drive new business.". And sure, digital marketing is certainly effective, but the fact is that print marketing, specifically direct mail campaigns are enjoying a bit...ahem...a lot of a resurgence. Digital obstacles such as ad blocking software, email opt-outs, and a general digital ad (a.k.a. spam) fatigue have forced marketers to adjust strategies and look for additional ways to connect with customers. And while catalogs, brochures, and promotional pieces are high on the list, Direct Mail may offer the best bang for the buck. In fact, according to Small Biz Genius, 73% of American consumers say they prefer being contacted by brands via direct mail because they can read it whenever they want.

SO WHY ARE COMMERCIAL PRINTING AND DIRECT MAIL MAKING A COMEBACK?

Tactile Element — As people grow tired of digital ads, direct mail offers a tactile form of communication. Recipients can physically touch, feel, and even smell a piece of mail. The

engagement of these senses promotes a personal connection with the piece and it's messaging.

Grabs Attention — As mailboxes receive less mail, more attention is paid to the items inside. Rather than sort through 10 pieces of mail, consumers now sort through less allowing them to spend more time reviewing the contents.

Costs Remain Steady — Digital ads can fluctuate depending on platform, method, and competition. Printing and distributing direct mail relies on paper costs, ink, postage, and production method — variables that remain relatively constant allowing you to better plan and analyze campaigns.

Now that you've seen why direct mail is a good option, finding the right commercial printer is incredibly important. Commercial printers have an advantage over retail printers due to the latter tending to cost much more. Commercial printers have the presses and capabilities to deliver large quantities resulting in a lower cost per unit, as well digital presses for the smaller runs. We also provide and assign customer account

SAVE ON POSTAGE

USPS INFORMED DELIVERY DISCOUNT
September 1 - November 31, 2020

Informed Delivery is a free and inexpensive notification service and marketing channel that gives residential consumers the ability to digitally preview their mailpieces and manage their packages. This allows users to take action before important items reach their mailbox, while offering mailers an unprecedented opportunity to engage users through synchronized direct mail and digital marketing campaigns.

To encourage business mailers to participate, the Informed Delivery Promotion offers a **2% DISCOUNT** on postage.

ELIGIBLE MAIL:

- First-Class Mail® automation letters, postcards, and flats
- USPS Marketing Mail™ automation letters and flats
- Nonprofit USPS Marketing Mail™ automation letters and flats

Contact Boelte-Hall to talk about how we can save you time and money on your next direct mail campaign, or visit **Boelte.com** for more information.

managers that help you decide on the right paper and inks for your budget.

Boelte-Hall partners with businesses across the globe who trust us to handle their multi-faceted projects and campaigns, from initial creative concept, to targeted mailing lists, social and email marketing channels, to print and mail.

So remember, direct mail works!

But deciding to launch a direct mail campaign involves more than well thought-out designs and CTA's. It requires a partner that will deliver effective and engaging production.

When you're ready to print your next job, Let's **Print** Together!

PIA MIDAMERICA **GRAPHEx** AWARDS 2020

PIA MidAmerica's Graphic Excellence Competition (GraphEx) was created in 1989 to recognize the outstanding abilities of print producers to transform paper and ink into outstanding technical achievements in innovation and print production. Each year dozens of companies submit hundreds of entries to showcase their capabilities and acknowledge their employees' and customers' creativity and technical abilities in an array of categories including brochures, magazines, calendars, direct mail campaigns, packaging and much more. Our independent judges select the extraordinary pieces in the competition to be recognized for Best of Show, Best of Division, Specialty, Best of Category awards and Awards of Recognition.



In addition, PIA recognizes businesses and technical professionals who make up one of the industry's largest regional trade associations in the United States. These professionals and award-winning companies demonstrate outstanding technical capabilities in print and finishing techniques. Distinguished industry leaders are recognized with Print Champion, Creative Print Champion and Executive of the Year honors. Join me in congratulating all the winners on their outstanding contributions that have made a positive impact on our region.



THE CLUB BROCHURE

HONORABLE MENTION DIVISION II: THE CLUB BROCHURE

8.5" x 8.5" booklet produced on a six-color Komori featuring embossed, foil-stamped cover. Pages square-edge bound with gold staples. Mohawk Carnival Cordwain 90 lb red cover, 80lb Accent Opaque and 80lb White Smooth Cover used.



**COMPANY WIDE RECOGNITION -
BOELTE WINS!**



NON-PROFITS: BOOST YOUR DONATIONS WITH PRINT

IN A SURVEY OF 1,150+ AMERICAN ADULTS, YOU.GOV FOUND THE FOLLOWING:

- ▶ One-fifth (21%) of respondents said that a direct mail solicitation prompted them to make their most recent donation. This is higher than any other channel.
- ▶ Older donors (55+) are most likely to respond to direct mail. One-quarter made their last gift in response to a mailing. Among 18-34 year olds, this drops to 14%.
- ▶ Lower income households are among the most motivated by direct mail. Nearly 35% of those earning \$40,000 per year or less responded to direct mail for their last donation. Among those earning \$80,000+ per year, this drops to 18%.
- ▶ Only 12% of donors report being prompted to make their last gift by something they heard about on the radio, on TV, or in print. Even fewer (10%) were prompted by email.
- ▶ Very few donors (6%) were prompted by social media, such as Facebook or Twitter, although this is stronger among 18-34 year olds (11%).

Let's **Print** Together!

Does nonprofit direct mail still work? It's a question that marketing teams in many industries ask as they try to come up with new and fresh ways to share a message with their audience. Though direct mail may feel outdated with all of the high-tech marketing campaigns you can create online, it is still a great way to reach your audience, get their attention in a saturated market and connect with them on a more personal level.

Think of it like this: Your audience is overwhelmed by the number of emails they receive, and the advertisements they see on social media and websites; it's nearly impossible to stand out with everyone competing for attention online. Direct mail, however, is a tangible product in your audience's hands. Even if your mailer ultimately ends up in the trash, the recipient at least had to look at it and see your organization's branding, bringing you front of mind in that moment.

SEGMENT YOUR LIST. ADD VALUE FOR YOUR AUDIENCE. GET CREATIVE.

Recent studies have found that direct mail campaigns see very positive results. As organizations become more strategic in building their mailing lists, the volume of direct mail being sent has decreased by about 2 percent each year since 2015. Despite this decline—and very likely because of it—response rates to direct mail can be over 10 times higher than those of digital marketing.

Because of the effectiveness of direct mail campaigns, it then follows that ROI is higher than from online channels. In fact, according to a 2017 report from the Data & Marketing Association, direct mail can have a median ROI of 29 percent, much higher than paid search ads.

How can you make your direct mail campaigns more effective? It all starts with a conversation. Call us or visit Boelte.com, let us walk you through the process, how it works and the success your non-profit campaign can expect!



TESTIMONIALS: OUR CLIENTS SOUND OFF!

“ In regards to our portal and our weekly meetings, thanks for all of your hard work and thanks for keeping everyone straight on inventory – your team has been amazing to work with and we are so grateful that y’all go the extra mile!

ARIANA B

MARKETING SPECIALIST

Agricultural Technology Company

“ **Quality printing at a competitive price** is what many businesses look for in a printing company. Boelte-Hall offers this but so much more. They understand our needs and make us feel like our projects are truly important to them.

Their customer service is outstanding. This is what really sold us on choosing them. They offer ideas and suggestions that improve the projects, but most importantly, they keep their clients in the loop throughout the entire process.

TAMMY D

MARKETING AND COMMUNICATIONS MANAGER

Global Specialized Healthcare Foundation

“ Working with the staff at Boelte-Hall has been **a breath of fresh air!** From our personal account manager, our lovable sales rep, to my favorite creative person in the world, **I’ve never worked with such a helpful group!** Together we’ve built an organized catalog 100’s of print collaterals and have created some of the neatest designs and layouts I’ve seen! **Boelte-Hall definitely delivers** when it comes to customer satisfaction and outstanding print, but it’s their communication, proactiveness, and attention to detail that sets them apart from other printers!

JODI H

ASSOCIATE MARKETER

Agriculture Pharmaceutical Industry

“ I just wanted to give you some feedback from our executive team...**they LOVE both pieces.** I’m talking they think these are the **coolest pieces this bank has EVER turned out...**and I agree!

NATALIE M

MARKETING-COMMUNICATION STRATEGIST

Banking Institution



AG MEDIA SUMMIT 2020 GOES VIRTUAL!

The Agriculture InfoExpo Super Trade Show

Ag Media Summit joins together the AAEE The Agricultural Communicators Network, Livestock Publications Council and the Connectiv Ag Media Council to attract more than 700 media and communications professionals. The InfoExpo (trade show) annually exceeds 75 booths and provides the best place to promote your company or organization's products and services.

Boelte-Hall is very active in the Agriculture Industry, especially at the

annual Ag Media Summit. As excited as Kansas City was to host the event in 2020, based on growing concerns related to the corona virus pandemic and its impact on the ability of people across the globe to travel to the conference, the Ag Media Summit Steering Committee has moved AMS 2020 to a fully virtual conference.

While we are sad we won't see all the new and familiar smiling faces in person, the show must go on! Just as

any trade show, whether traditional or virtual, Boelte-Hall will always be here to help by providing print, digital, and graphic assets for your company. **Call (913) 766-7700 or visit boelte.com** for more information.

We look forward to participating, helping, and being part of this amazing community just as much as we have the last 20+ years.

Let's **Print** Together!



BOELTE-HALL

CELEBRATING MORE THAN 50-YEARS SERVING OUR COMMUNITY

Business as usual no longer exists. The dramatic spread of COVID-19 has disrupted lives, communities, and economies worldwide. As an essential business, Boelte-Hall is doing everything we can to continue to serve our community. With the support of our loyal customers and the efforts of our dedicated staff, we are coming out of this pandemic with a renewed sense of spirit and drive, to grow and adapt to the market's new post-pandemic reality.

Since 1967, Boelte-Hall has been providing printing innovation and exceptional customer service. Our commitment to developing long term relationships with customers defines who we are.

Our solutions include commercial print, mailing services, variable data digital printing, cross-channel campaigns, creative design, event marketing, trade show displays, brand management, online print ordering portals, and much more. Count on Boelte-Hall to have the best people, the best tools, and the best service to help you make it easier to accomplish your goals.

With our modern and versatile commercial and digital presses, bindery and finishing equipment, along with our experts in prepress and newly formed creative department, we are set up to successfully achieve marketing ROI above expectations and have a long list of recognized company names and testimonials to support it.

GREAT IMPRESSIONS SINCE 1967

Boelte-Hall has been a staple of the Kansas City metropolitan area for over 50 years! Since then we have completed hundreds of thousands of projects for our community. We work with a diverse group of people, businesses, and industries to ensure that you receive excellent service and quality products so you keep coming back.



OUR APPRECIATION

Despite the many changes in equipment and technology through the years, some things remain the same. People are more important at Boelte-Hall. We have great employees dedicated to providing the best service to our customers.

We pride ourselves in helping customers reach their goals. Whether it's recommending a new technique or process, making mailing easier, simplifying ordering and in some cases, encouraging customers to order smaller quantities if it's in their best interest.

The people I've been fortunate enough to work with are honest and conscientious. They treat every customer's job as though it were their own.

We hope that you will choose and trust us for your next project.



Kind Regards,

Steve Hall
Steve Hall, Owner

OUR BRAND PROMISE

We are proud to serve and support our community with respect and honesty while guaranteeing the quality of our work and providing quick turnaround.

For over 50 years people just like you have trusted Boelte-Hall to be proactive, diligent, and to follow through on our commitments and standards of excellence. Accountability is important, and we do our best to eliminate all mistakes by consistently making improvements in each department.



Kind Regards,

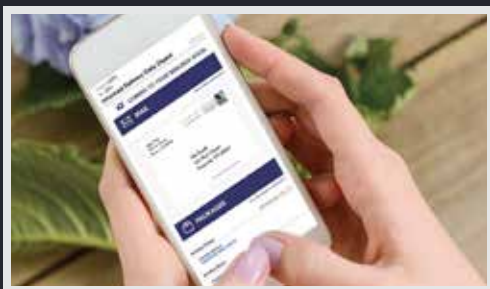
Garrett Shropshire
Garrett Shropshire, Owner

INFORMED DELIVERY

Informed delivery is a free service provided by the post office that emails a summary of what's arriving in your mailbox each morning.

If you are one of the nineteen million Informed Delivery users, you knew this bulletin would be in your mailbox. Just as we integrated Informed Delivery with this mailing, Boelte-Hall can help increase the reach of your message by adding multiple channels to your marketing.

Ask our sales team about the power of Informed Delivery and how it can enhance your direct mail campaigns.



Call Boelte-Hall today to learn how Informed Delivery can help your business!



Let's **Print** Together!

4710 Roe Parkway
Roeland Park, KS 66205
(913) 766-7700

PRSR FIRST-CLASS
U S POSTAGE
PAID
KANSAS CITY, MO
PERMIT NO. 2344

«Vis» «Visu»
«Sack and Pa»
«Presort Sequence»

«Name»

«Organization»

«Addr1» «Addr2»

«City/town/village/locality», «State/county» «ZIP/Postal code»

CONTACT OUR SALES TEAM TO DISCUSS THE FUTURE OF YOUR COMMUNICATIONS



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PRINTING

Lithography
Digital
Large Format

MARKETING

Direct Mail + VDP
Conversion Tracking
Multi-Channels

CREATIVE

Branding & Design
Business Collateral
Websites + More



boelte.com

Let's **Print** Together!

LET'S COMMUNICATE TOGETHER — LET'S PERSEVERE TOGETHER — LET'S SUCCEED TOGETHER

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