

**AlphaGraphics**, a dynamic franchise in the convenience printing industry, needed a new brand image. Using the theme, "AlphaGraphics. Your partner at work," collateral, direct mail, posters, a Web presence, etc was created. The new brand image was incorporated into AlphaGraphics' comprehensive, relationship-based sales and marketing software program for franchisees. This exclusive and cutting edge software allowed individual owners to select marketing materials and creative and tailor them to their own customer database with personalized offers.



### Postcard Series Copy:

This is the ballerina who practiced for hours and hours for her first recital which you missed because you were held up by a 2-hour conference call with your boss who's in Detroit trying to conduct a seminar for 100 paying attendees without his color presentation materials and manuals because you chose a printer who said, "Color printing? No problem," but who didn't know his CMYK from his PMS and ended up doing a process separation when what you really wanted was spot color and he had to re-do the entire job which is why that materials won't be delivered for another 48 hours – which coincides nicely with your annual review. Still think just any printer can handle your important color project?

Next time call AlphaGraphics.

Make AlphaGraphics your partner in color.

*To see individual AlphaGraphics pieces or other collateral and brand packages, contact me.*

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