



# COLORFUL AND CREATIVE WAYS TO EVOLVE YOUR COMMUNICATIONS



615.244.9200 | LEARN MORE AT [PRINTFIDELITY.COM](https://www.printfidelity.com)



## COMMITTED TO RESEARCH AND DEVELOPMENT.

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Fidelity strives to stay abreast of evolving technologies and methods to provide you with the most efficient and effective communications tools available.

Whether it is data management and market segmentation, web-based workflows, production technology or integrated control systems, Fidelity dedicates the time and resources to test technologies in house and in the field before implementing and putting into the marketplace. For every step forward, the industry makes two or three “side-steps” that fail to add value to the customer. We consider it our mission to continually evaluate and test industry developments and to put into production only those services and systems that can enhance the mission of our customers.





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MANAGED PRINT SERVICES

OFFSET PRINTING

DIGITAL PRINTING

WIDE FORMAT PRINTING

DIRECT MAIL

WAREHOUSING AND DISTRIBUTION

CROSS MEDIA MARKETING

E-PROCUREMENT SYSTEMS INTEGRATION

RESEARCH AND DEVELOPMENT







  
**FIDELITY**

WELCOME TO **IMAGINATION IN PRINT.**

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## FIDELITY. DESIGNED FROM THE GROUND UP TO GO OVER-THE-TOP WHEN IT COMES TO CUSTOMER SERVICE, QUALITY AND LOYALTY.

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Understanding your company's marketing and business communication challenges is our passion. We do the legwork necessary to remain current on the latest R&D in methodologies, software, equipment and personnel necessary to compete successfully in today's evolving marketplace.

Nothing changes faster than the rate of change itself. We commit ourselves daily to developing the corporate muscle and athleticism to stay ahead in the race. Please take a few minutes to learn more about our many services and discover how Fidelity can help you hit the bulls-eye on content, image, relevancy, audience, timing, delivery, follow-up and measurability.

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# WORKING HARD.



# WORKING SMART.

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*“ A little sleep, a little slumber, a little folding of the hands to rest  
and poverty will be on you like a bandit and scarcity like an armed man .”*

*proverbs 6:10-6:11*

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Micheal Spurgeon and Dan Oskin. Two Type A personalities. Both children of depression-era parents (and raised on the ideal of hard work). In 1999, they founded Fidelity and used the above quote as their company motto. That motto remains unchanged today.

Y2K, 911, a rapidly changing industry and a “recession”, the likes of which few of us have lived through, have failed to stop Fidelity from growing and evolving. After approaching two decades of success, Micheal and Dan still commit to being the first in the door and the last out — expecting more from themselves than anyone else in the company.

This leadership attracts people with a strong work ethic, fueled by a desire to do whatever it takes to get the job done. On time and on budget. Want to see people have fun working hard, working smart and sweating over perfection? Come visit Fidelity. We’d love to show you around.



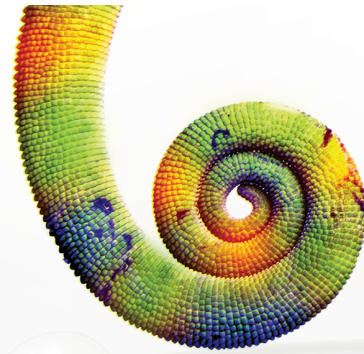
# Nashville

## WELCOME TO MUSIC CITY PRINT CITY



VISIT US ONLINE AT [PRINTFIDELITY.COM](http://PRINTFIDELITY.COM)





## WHY PRINT IN NASHVILLE?

You'd expect the best from our music pros, but you'd be amazed by our "average" performers.  
Church choir and club talent in Nashville rivals the best professional talent elsewhere.

The same holds true in our industry! Printing became Nashville's claim to fame before the advent of radio could share the Nashville sound, creating a heritage that attracted marketing and creative talent demanding the best, and a massive infrastructure evolved over more than a century to support it. Let us bring you down to Nashville for a plant (and music scene) tour and we'll prove our points!

Opening in 1999, Fidelity had to find new techniques & technologies to compete against printers that had been thriving long before WSM broadcast the first tune from the Grand Ole Opry.

We exploited a central location able to reach most of the US market in 2 days via FedEx ground and looked to technology, workflows and the web to help our enterprise marketers connect their brand to locations throughout the US. Our software and systems have expedited production and delivery, improved efficiencies, guaranteed brand integrity and helped consolidate, reduce and manage spend for almost 20 years.

If you need an enterprise level partner to produce and distribute marketing materials or direct mail campaigns, consider Fidelity. We'd love to host your visit and add your logo to our Wall of Fame.



WE ARE A  
**RELATIONSHIP BUSINESS**



**LIFEPOINT**  
HOSPITALS®

**JOHNSTON & MURPHY®**



**Marriott®**  
HOTELS • RESORTS • SUITES

  
**SOUND**  
PHYSICIANS™



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WARNER MUSIC  
NASHVILLE



SONY MUSIC



UNIVERSAL MUSIC GROUP  
NASHVILLE



We make a point to learn and respect your personality, structure and way of doing business.

We invest the time to get to know you and the departments within your organization.

We listen to your needs and help with the challenges you face both internally and in the marketplace.

We strive to develop smooth relationships with purchasing & procurement, shipping & receiving, and your marketing & creative teams.

We adapt our methods to fit yours and strive to be flexible and responsive to all the demands your organization requires.

We want to make working together easy, fun and effective.





# MANAGED PRINT SERVICES

EASY-TO-USE WEB BASED ORDERING. 24/7. 365.



**ALDI Inc.**  
1200 N. Kirk Road  
Batavia, IL 60510

**Jill Sage**  
Corporate Manager

jill.sage@aldi.us  
Tel.: 630.482.5225  
Fax: 630.761.2729



Welcome, Aldi

Search Our Catalog:  Go

Home My Orders Profile Log Out

Item : ALDI Business Cards

**Custom Fields**

Full Name	Jill Sage
Job Title	Corporate Manager
Email	jill.sage@aldi.us
Phone	630.482.5225
Cell	
Fax	630.761.2729
Street Address	1200 N. Kirk Road
City	Batavia
State	IL
Zip Code	60510

Character Map

Proof Cancel/Remove Item

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shopping  
line.

## CENTRALIZE & STREAMLINE YOUR ENTIRE MATERIAL WORKFLOW. **TODAY.**



Have multiple locations, branches or franchises that need customized materials on a regular basis? Tired of the endless list of alterations? Frustrated with inconsistent branding? Want to clear out the mountains of paper stock? Need volume discount pricing? Our Managed Print Services are the answer you've been looking for — and they're available 24/7/365.

Our easy-to-use online portal enables any branch within your company to customize, order, and track all printed materials and billings. Whether you need a brochure or a business card, you can login with your username and password, customize your materials using corporate-approved templates, then ship to your local office through a simple, intuitive interface. Saving time and money has never been this easy.

Materials, both physical and digital, are housed in one location. Ours. So enjoy your clutter free office. We store your bulk-printed materials in Fidelity's warehouse and only bill for each item as it is shipped to you. Usually within 24 hours of ordering. The result? Volume discount prices without the up-front costs. It's how we help you do business.

See our fun demo site in action at  
**[www.fidelitybranding.com](http://www.fidelitybranding.com)** login name: Friends password: welcome  
Try out some free marketing items while you're there. You'll be glad you did.





# OFFSET PRINTING

On time and on budget. *Guaranteed.*

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## TRUSTED **ACROSS THE COUNTRY.** AGAIN AND AGAIN.

Marketing professionals and creative directors from LA to New York trust Fidelity for quality, speed, timeliness and reliability when producing complex printing products. So do our neighbors down the street. It's "a given" that their production demands will be understood, supervised, quality checked and delivered on time and on budget. Guaranteed. No questions asked.

Customers know that our communication channels are always open. Our account managers are ready to meet in person, over the web, or on the phone — whatever it takes to ensure their comfort level and get the job done.

We tailor our production methods to each individual customer. Many printers consider quality to be subjective, but at Fidelity, we know that when it comes to the color, aesthetics and "feeling" of a piece, it's our responsibility to know what you want. We work hard to make sure the printed product matches your vision.





# VARIABLE IMAGING & DIGITAL PRINTING

CAPITALIZING ON GREAT STRIDES IN DIGITAL.

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## COST EFFICIENT PRINT SOLUTIONS. WITH A PERSONAL TOUCH.

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Tremendous strides in digital imaging quality have broadened the scope of marketing possibilities. Fidelity is at the forefront of the digital revolution, delivering the same quality from our digital printers that our customers have come to expect from our offset presses.

Backed by knowledge and experience, and offering the latest and greatest in digital imaging software, we can help you take full advantage of all the new marketing resources that digital has unleashed. Some of the features now available include:



### SHORT TARGETED CAMPAIGNS

to utilize a financially viable platform

### PRE-CAMPAIGN TESTING

to help ensure success

### PRE-PRODUCTION SHORT RUNS

to provide confidence before committing a large project to press

### DATA-DRIVEN PRINTING

to add relevancy for one-to-one messaging

### VARIABLE IMAGING

to bring excitement and creativity to personalization





# WIDE FORMAT PRINTING



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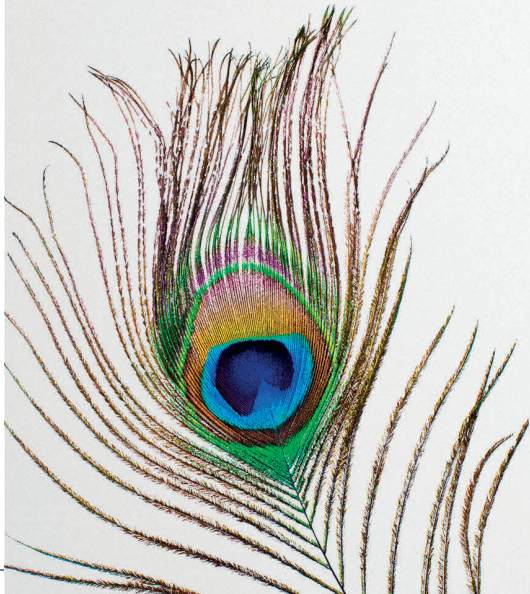
## EXCEPTIONAL QUALITY. MULTIPLE SUBSTRATES.



The latest technology in large format printing. Multiple substrates such as foam core, plexi, canvas or banner material. Our large format printer will meet the needs of any application you have in mind.

P.O.P, exhibit signage, floor and window graphics, let your imagination run wild.

Let our account executives work with you to bring your vision to print. With our expertise we can bring your project in on time and budget.





# DIRECT MAIL SERVICES

CONSIDER US YOUR MAIL HOUSE.

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## WHY JUGGLE MULTIPLE DEADLINES AT DIFFERENT LOCATIONS?

With Fidelity, just let us know when the job needs to hit the mail or arrive in the recipient's mailbox. We'll get it done on time, every time. Our expedited print and mail service comes at no additional charge and can often save you thousands in postage. Plus we don't make you hassle with an up-front postage check — we bill postage as part of the order. We can source your lists or use and manage a list you provide. We ship and mail thousands of pieces every day and will tailor our service to meet your needs.





# WAREHOUSING & DISTRIBUTION

WE'LL GET YOU ONE STEP AHEAD.

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## LET US HANDLE YOUR INVENTORY.

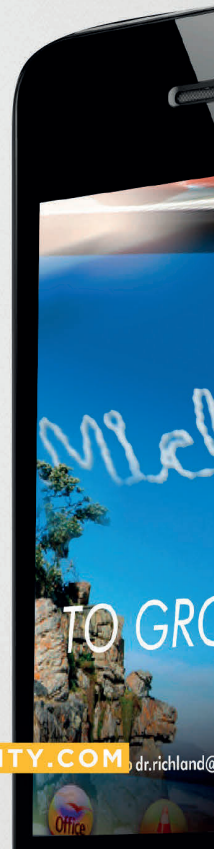
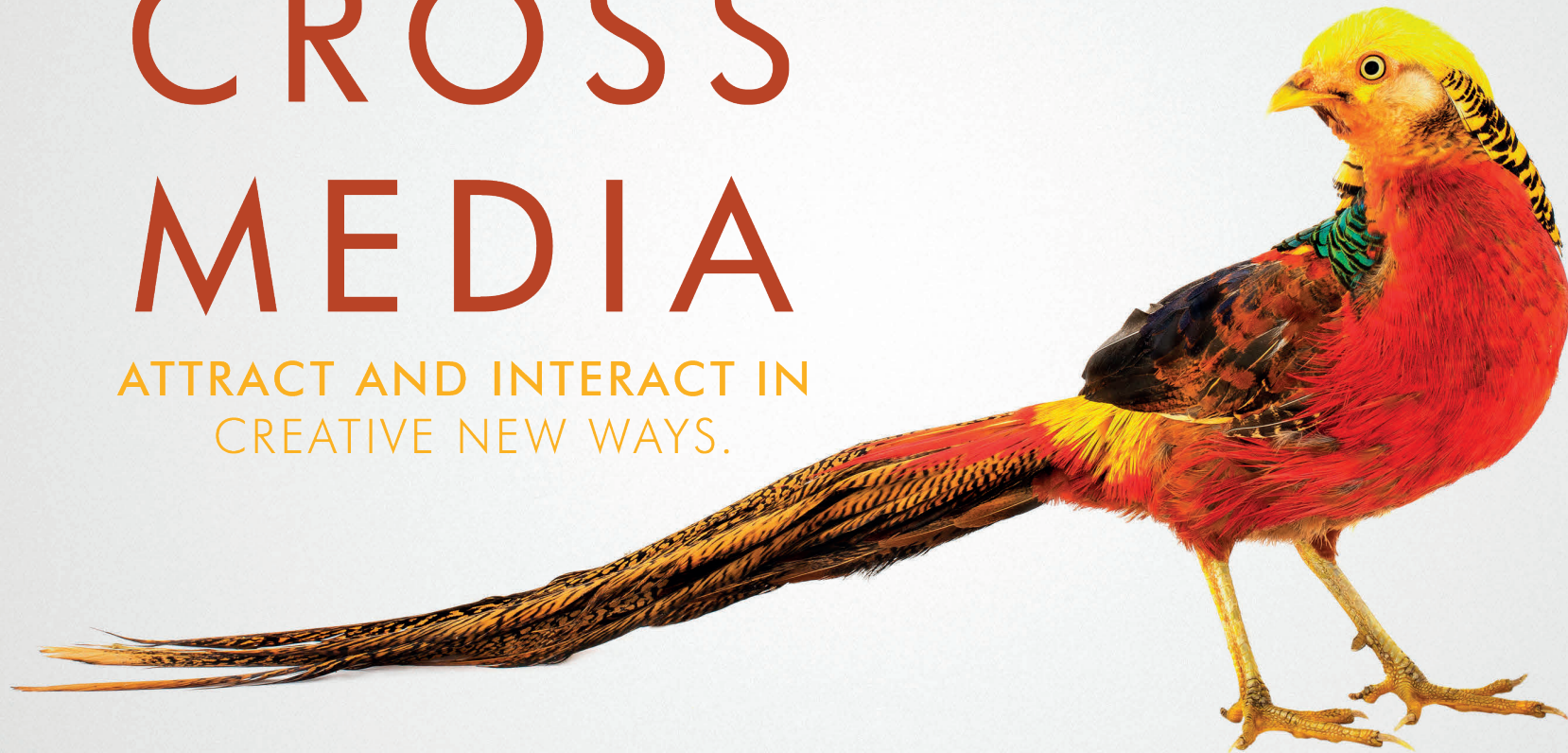
Fidelity's central location in Nashville allows for 1-day ground service to a majority of the US population. Shipping thousands of items each week from our approximately 30,000 sq ft facility provides for top tier shipping discounts from major carriers. 5,000 pounds going to one location or 1 pound going to 5,000 locations, Fidelity has the software, personnel and experience to insure timely, efficient and trackable delivery worldwide.





# CROSS MEDIA

ATTRACT AND INTERACT IN  
CREATIVE NEW WAYS.



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## CROSS-MEDIA. MORE CHANNELS. MORE VISIBILITY. MORE COMMUNICATION. MORE SUCCESS.

Attract prospect interaction with personalized web pages, SMS texting, QR codes and other “it” communication channels. Cross Media is a fun new approach to drive any direct marketing campaign to “infinity and beyond!” We have the tools, the experience and the know-how to keep your company on the cutting edge of marketing. As an example, to encourage prospect attendance at a trade show event we would employ:

### DIRECT MAIL

Design a personalized direct mail invitation using variable imaging to attract attention and offer an incentive to visit a personalized microsite

### FOLLOW-UP RESPONSE

Provide instantaneous follow-up via email, SMS text, or a personal sales call (all web activity can be viewed in real time via your own customized campaign dashboard)

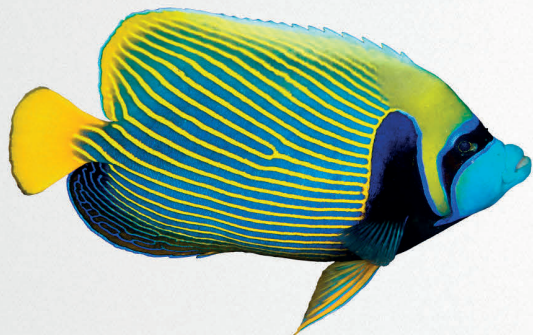
### PERSONALIZED MICROSITES

Garner valuable data from respondents as they participate in online surveys, promotions, send RSVPs, and other forms of feedback

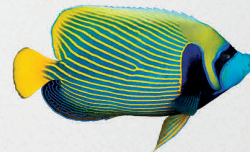
### DATA COLLECTION

Export new acquired customer information to your CRM for qualified use in future campaign efforts





INTEGRATION THROUGH  
**E-PROCUREMENT  
SYSTEMS**



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Fidelity began reducing costs and increasing efficiencies for major corporations in 2008 by providing online print and marketing stores custom designed for each organization (at no charge)

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Last year Fidelity enhanced and streamlined this offering by converting our store to a Punch-out Catalog that can still be customized to your requirements and branding and is ready to be integrated into your existing e-procurement system such as Coupa, Ariba SAP, or SciQuest from customization, through PO, shipping and invoicing, all handled through the integration.

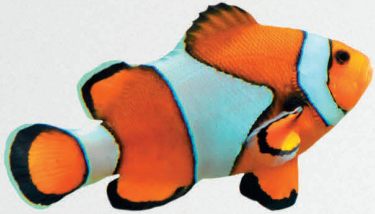
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We provide 24-7 customer service with our catalog with live company-based CSR phone support for anyone on your team needing assistance with a purchase.

Our system is Adobe-based with over a decade of live field work with well over 1,000,000 successful transactions spanning over 20,000 custom products and 10,000 users. All provided without a single interruption in service or security breach.

If you are ready to bring a print, marketing and distribution company on board in your e-procurement system, please consider Fidelity — a company with the experience, system, capacity and people to make the transition a seamless success.





# RESEARCH & DEVELOPMENT

