



Uncomplicating  
marketing.  
Delivering  
more.

**Quad Europe  
Marketing Solutions**

The *truly* integrated approach that  
businesses need to simplify marketing.

Quad 

# Efficiency or effectiveness? You shouldn't have to choose

Quad Europe is one of the largest and most innovative printing house in Europe and a dependable partner in print solutions. But we are not only that. Over the years, we have evolved, and now print is only one step in the whole marketing process that we can help you with. By adding in-store solutions to our offering, we've established our strong position as a manufacturer. Expanding our offer with creative and design services made us a reliable marketing partner. **With a wide portfolio of marketing services, we can now help our clients in the whole marketing process.** Effectively and efficiently.



Quad 

# Quad Europe

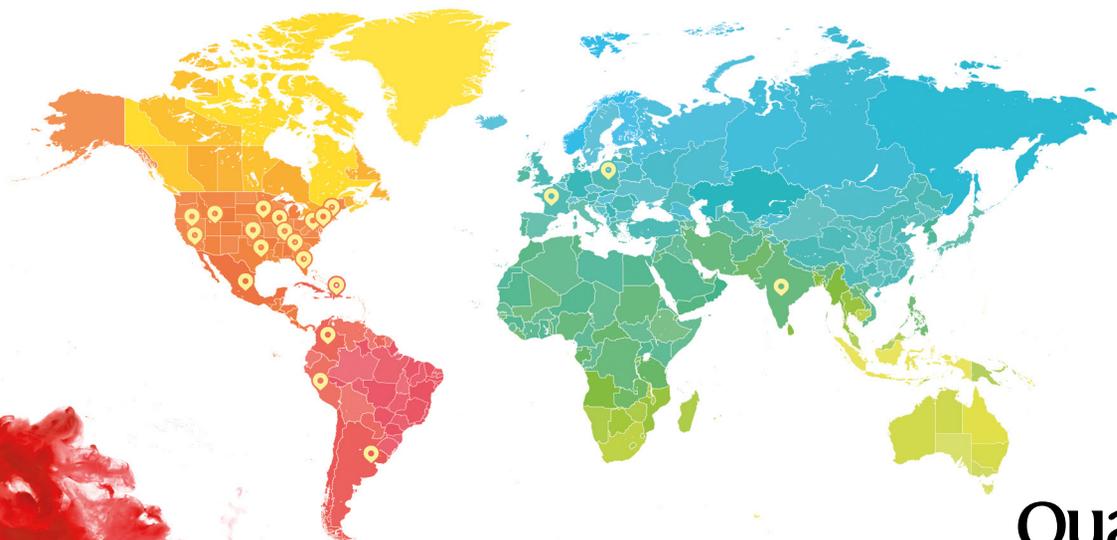


With a strong European presence, we can offer our **full-service marketing support all across Europe**, working in many languages in many markets.

We deliver demand-driving ideas and integrated marketing solutions through **an unparalleled creative and manufacturing network**. Our **one-stop-shop offering** helps our clients to reduce marketing process complexities and raise efficiencies.

## Quad globally

We've got **20,500 employees** worldwide in more than **55 manufacturing facilities** and over **70 creative operation locations**.



Quad 

# Strong European presence



**~500**

Clients representing  
diverse vertical  
industries



**€187M**

Net Sales



**1,900**

Employees



**2**

Manufacturing  
facilities



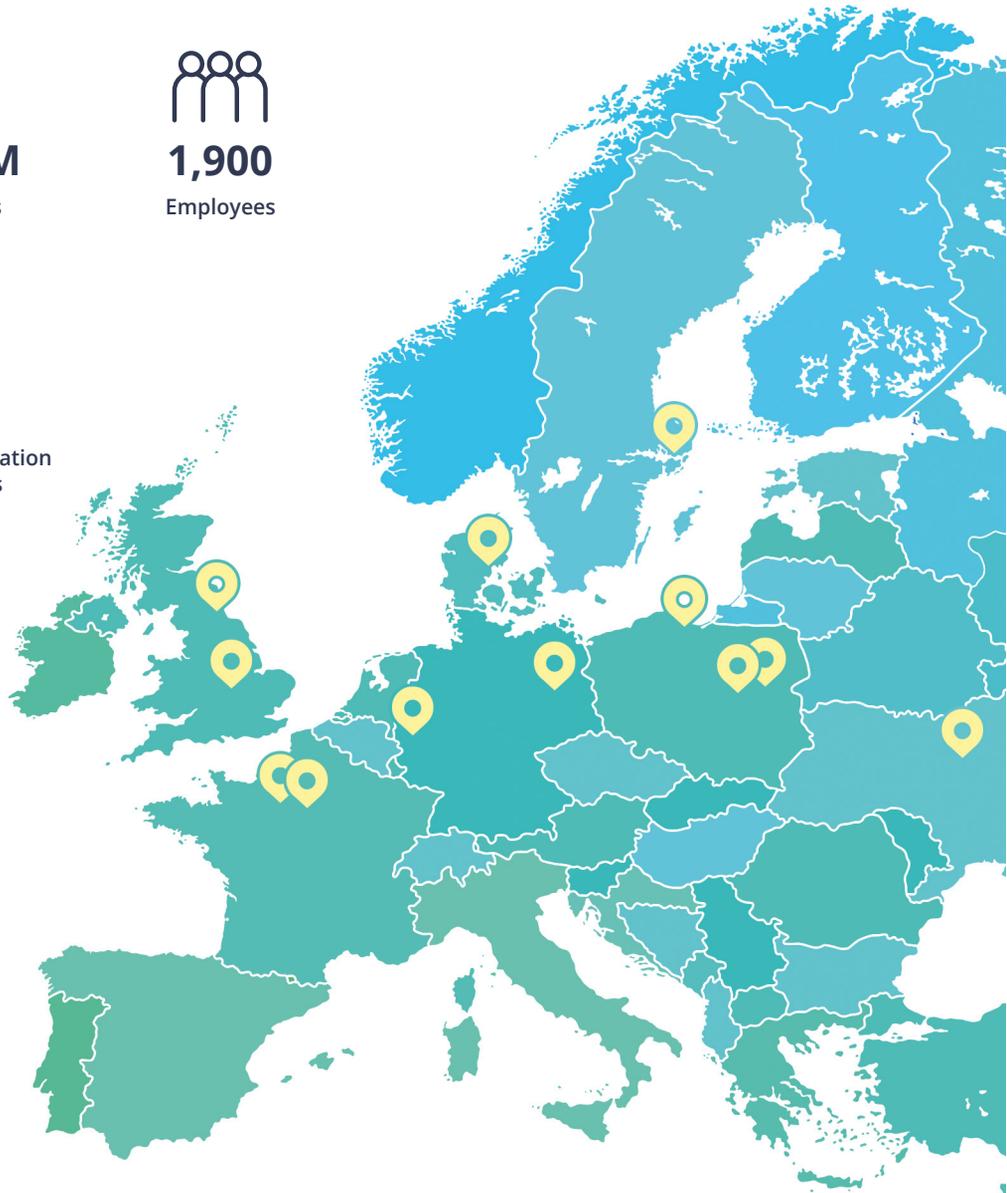
**2**

Creative operation  
locations



**12**

Sales offices  
in 7 countries



Quad 

# Best global standards

**We lead our industry by helping our clients win.**

Through our employee-led company, built on accountability and innovation, we are positioned to succeed. Our relentless drive toward continuous improvement and efficiency and our client-first focus provide us what we need to achieve this simple but lofty goal.

## Lean & Kaizen

We measure our quality using the Lean method which focuses on identifying and eliminating waste to reduce costs as well as the Kaizen system to solve daily challenges.

## International ISO 9001 Standard

Quad Europe closely follows the international ISO 9001 standard and uses our own ink division to have complete control over the printing process; focusing on the colour quality and the finished product as well as the reduction of carbon dioxide emissions.

## World-class technology

With one of the biggest commercial printing houses in Europe we are able to offer a competitive range of printing services for efficient production, higher quality and a shorter production time.



Quad 

# Neutralizing our carbon footprint is the goal

At Quad, we know that the wise use of natural resources is the basis of good business. And we are getting better and better every year.



EU Ecolabel : PL/028/005



**100%**

of the electricity we use comes from renewable sources



**We recycle**

our waste up to seven times



**We do our best**

to replace each tree used for our productions with at least one new



**Our certificates**



Quad

# Integrated offering portfolio



PRINT SOLUTIONS



POSTAL  
SOLUTIONS  
& LOGISTICS



IN-STORE  
SOLUTIONS



PRE-MEDIA



CONTENT  
CREATION  
& PRODUCTION



CONTENT  
WORKFLOW  
SOLUTIONS



COMMUNICATION  
STRATEGY



CREATIVE  
SOLUTIONS



DIGITAL  
MARKETING

Quad



# Print Solutions

## We're operating on a big scale

The print is in our DNA. It is the foundation of our company. Many years of experience and development made us masters of the printing art and **one of the largest printing plants in Europe**. We deliver printed products that meet the requirements and expectations of our customers, flawlessly and always on-time. Our efficient resources and effective process management ensure the high quality and cost-effectiveness on the client side.

## Offering



CATALOGS



RETAIL INSERTS



COMMERCIAL



PUBLICATIONS



EXAMPLE OF PUBLICATION



EXAMPLES OF COMMERCIAL PRINT





# Postal Solutions & Logistics

## We deliver

If you are using Quad's production services, **you can be sure that your products will be delivered to the right place at the right time with our freight service.** If you need to transport other products, we can do that for you too.

Packaging and sending may no longer be your worry. Quad will do it for you. **Our postal service works all over Europe,** cooperating with a network of reliable partners.

Whatever you need to transport or send, **you can count on our timeliness and cost-effectiveness.**

## Offering



FREIGHT



POSTAL SERVICES



Quad 



# In-store Solutions

## Always, the end in mind

When things like store profiling, design concerting and production are done as one united effort, the deliverables work the way they were meant to, every time. In Quad, we handle the entire process, **from construction ideas, structural and graphic designs, to the manufacturing of products that we deliver to points of sale.** Everything you need to impact and inform shoppers is covered by our fully integrated end-to-end solution.

What is more, we offer patented LAMà® displays, which can help you to react to the market changes in no time with quick and relevant campaigns at the points of sale.



EXAMPLE OF MERCHANDISER

### EXAMPLES OF LAMà® DISPLAYS



## Offering



CARDBOARD DISPLAY



LAMà® DISPLAY



MERCHANDISERS



IN-STORE SIGNAGE



CREATIVE



STRUCTURAL DESIGN



KITTING & FULLFILLMENT





# Pre-media

## Finishing touches for the best performance

We get your materials prepared to be shown to the world. We can **build the graphic design, adapt it to changing versions, translate and prepare for printing**. We also take care of retouching. We will give your photos a consistent look according to your Style Guide, create collages, and, if needed, add some elements that enrich the visual perception of the image. With us, you can also optimize photo sessions. We digitally transfer clothes from a mannequin to a model and change their colors. We offer the "swatch matching" service that guarantees full-color compliance of the print with the item.



## Offering



LAYOUT DESIGN



PAGE BUILDING



PRE-PRESS



IMAGE WORK & RETOUCH



DTP



TRANSLATION SERVICES



ADAPTIVE DESIGN



# Content Creation & Production

## We'll get it produced

An outdoor or in-studio photo shoot or, maybe, CGI? We will adjust the form of content creation to your creative strategy. Our creative team will develop the concept of the session, and photographers and CGI artists will carry out the planned production. With CGI techniques, we can create realistic images of non-existing spaces, forms, objects, materials, and textures. With our help and a little CGI magic, your campaign can be created even before the real product is produced.

## Offering



PHOTO STUDIO



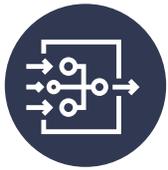
CGI



DIGITAL EDITIONS



Quad



# Content Workflow Solutions

Can your business  
spare time and  
energy?

Offering



BUSINESS PROCESS  
OPTIMIZATION

Some processes take up too many of your company's resources or time? We are here to help. Starting with a deep dive into the current state we will analyze marketing operations to gain a complete understanding of people, processes, and technologies involved. After identifying internal strengths to leverage, as well as pain points and redundancies to address, we will provide recommendations that include **production workflow cost savings, go-to-market time savings, and operational efficiencies**. We can also help you with the implementation of proposed plans to ensure the desired results are achieved.



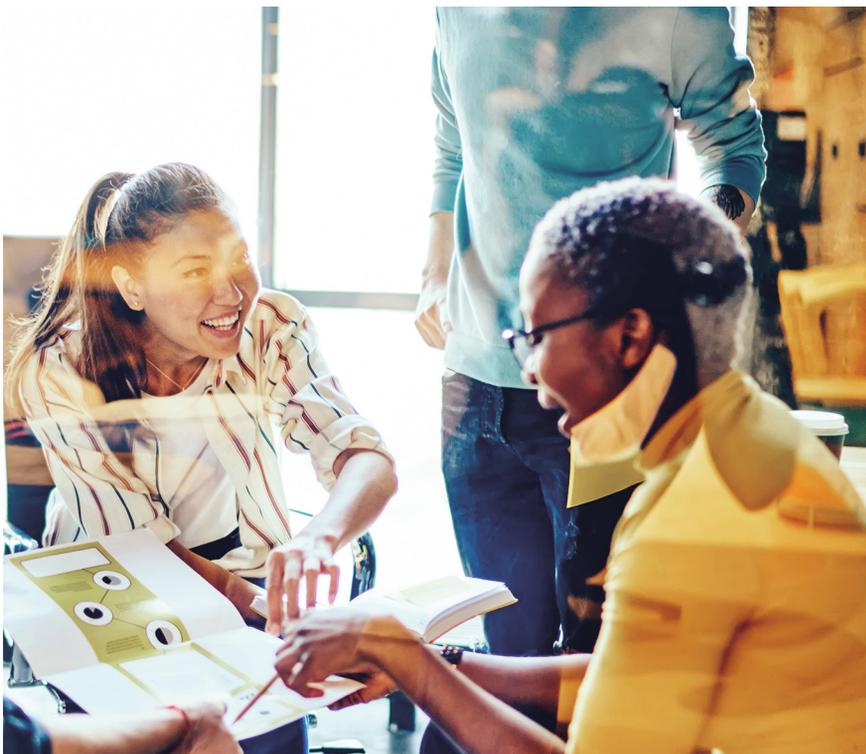
Quad



# Communication Strategy

## Understanding market, creating success

A solid foundation is the key to building a successful brand. We believe this foundation to be a well-thought communication strategy which you can create with us. We **analyze your target audience, choose the most effective media for your campaigns, create big ideas and messages** that perfectly match the expectations of your customers. We can also help you with brand positioning and re-positioning.



## Offering



CUSTOMER SEGMENTATION



MEDIA SELECTION



BIG IDEAS



MESSAGE DEVELOPMENT



CAMPAIGN PLANNING



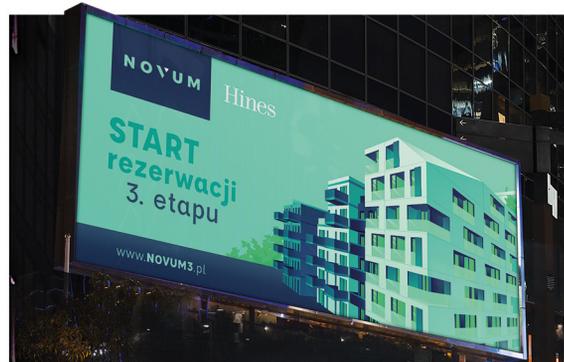
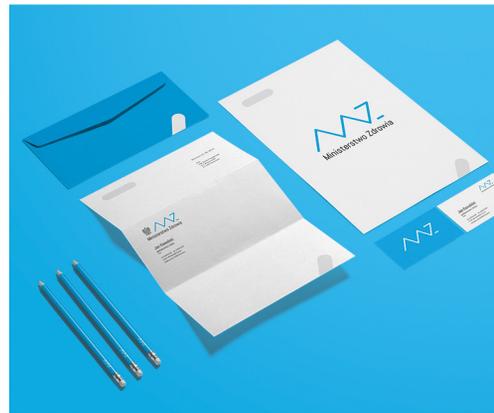
BRAND POSITIONING



# Creative Solutions

## Doing things consumers love

We know how to make people love your brand. **Eye-catching graphic design, bold copywriting, and, most of all, exhilarating creative ideas** – that is what we do. We will create an idea for your campaign, design the user experience and translate them into high-quality graphic designs. We can also create a brand from scratch: from naming, through logotype to brand book. Dedicated illustrations included.



Quad



# Offering



CREATIVE CONCEPTING



DESIGN



WEB UX & DESIGN



APP UX & DESIGN



BRAND IDENTIFICATION



ILLUSTRATIONS



CREATIVE MAILINGS

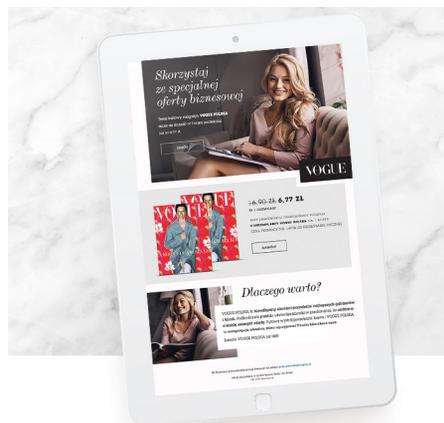
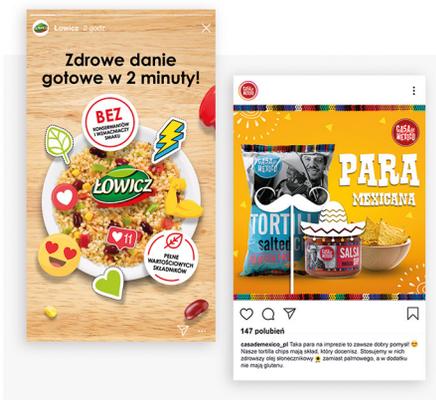




# Digital Marketing

## Deep diving into the digital world

Nowadays, there is such a lot to do when you want to build a reliable brand digital communication. Don't bother yourself with that; we can handle it for you. Whether you need a website or a digital campaign, **we'll provide you with all the necessary services**. We will manage your social media channels and coordinate cooperation with influencers. We can also control the media budgets and assist you in the performance marketing, supporting PPC and e-mail campaigns. We will develop every type of website you need: from small landing pages to large internet portals, and promote them in search engines.



## Offering



WEB DEVELOPMENT



PPC & SEO



E-MAIL MARKETING



SOCIAL MEDIA



INFLUENCER MARKETING



DISPLAY CAMPAIGNS



MOBILE APPS



Quad 

Get in touch