



# WHEN PRESSES ROLL

**B**ack in 1979, Ideal Printers was the “new kid on the block.” Everyone had us beat, with newer equipment, better buildings and longer client lists. Still, something enabled us to succeed...and that something was exceptional service.

Our commitment to adjust to our customers’ schedules, rather than asking them to adjust to ours, was noticed and appreciated.

Gradually, our sales grew. We upgraded our equipment, improved our location and increased our client list. Yet, although our success gave us stature, we never lost sight of what got us here – uncompromised service.

*Howard L. Siewert*

Sometimes difficulties arise.

When they do, and we face the choice of maintaining our profit or satisfying a customer, we *always* go for the happy customer.

We seek long-term, stable relationships built on uncompromised service... Our 10- and 20-year accounts tell us we’re succeeding.





# WHEN

Here's where it all comes together. The excitement begins with that final "O.K."


# PRESSES

It builds when the engines start...peaks *when the presses roll...*

# ROLL

“After having worked with Ideal Printers, I consider them our business partner. In a franchise organization such as ours, it is critical that our suppliers work well with our customers, the franchisees. Ideal has proven, time and time again, that they can provide the quality print products Great Clips demands from a supplier. We rely on Ideal Printers to do what it takes to meet our tough deadlines, and they always come through for us.”

ANN LATENDRESSE  
GREAT CLIPS, INC.



Ideal "keeps it together" in more ways than one. Our extensive bindery services ensure your jobs have the structural and aesthetic integrity you demand. Of course, when you consider our philosophy, that's just bound to happen.

“The services and value provided by Ideal Printers are excellent, and are the key reasons they have been our preferred print vendor for more than six years! Every challenge we present them with is completed on time, on budget and with a smile! A very complicated project of ours came off without a hitch and Ideal made that happen! That is why we continue to use Ideal Printers for our printing needs!”

LORRAINE A. ROSECRANS  
PARADIGM PARTNERS, INC.

BOUND TO  
EXCELLENCE

Our staff represents a blend of creative skills in the disciplines of art, graphic design, computers and print technology. The documents they create run smoothly on the press and reflect well on you.

## A FULL PALETTE OF ARTISTIC TALENT

“I've never cared much for annual reports,  
The time set to do them is always too short.  
There's only so much you can do with the chunk  
Of numbers and statements many see as just bunk;  
It takes time to align all the symbols just so  
And adjust every rule so accountants will know  
That we truly respect the pains that they took  
To get all our accounts just so in this book  
And then, after weeks of this muddling around  
We've five working days to get it printed and bound.  
I've compassion for printers, I know it's no fun  
To handle these jobs that are under the gun  
And meet expectations that may be unreal;  
I truly am grateful that there is an Ideal.  
You make it seem simple, you play it quite straight  
You're helpful and timely and quick to relate  
To concerns that we have, and the needs to be met.  
Thanks much for your help, which I will not forget.”

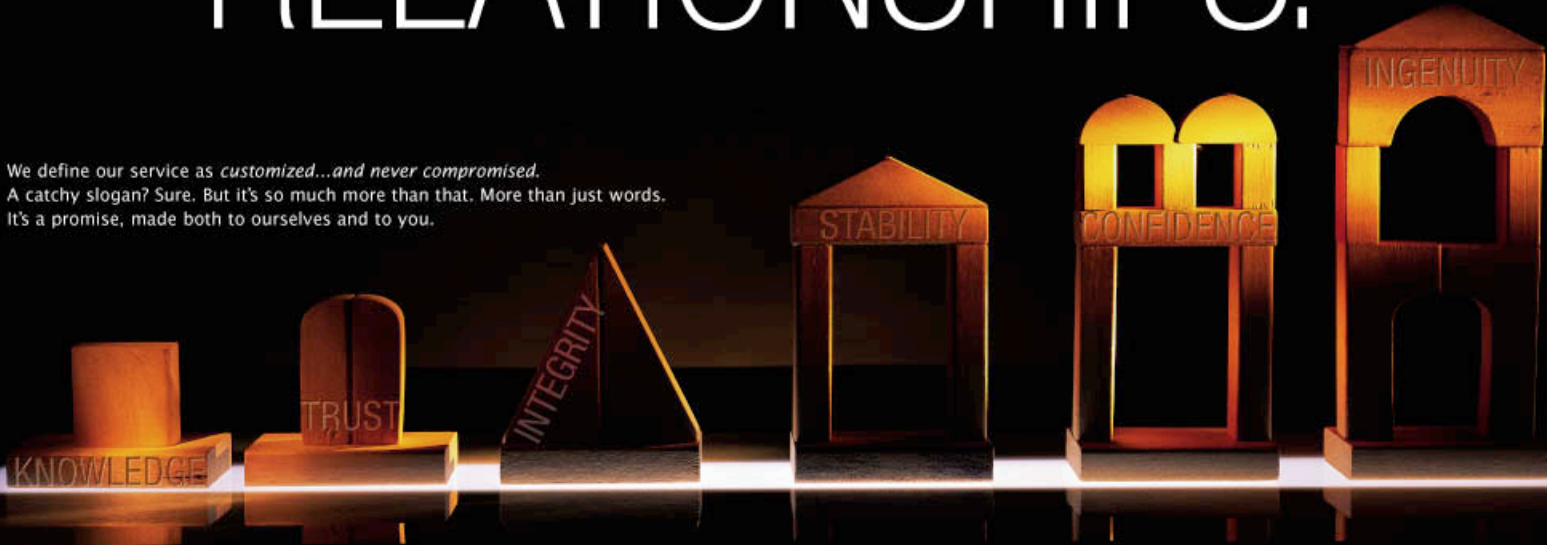
HARLAN STOEHK  
ST. PAUL BANK


# BUILDING RELATIONSHIPS.

“I have a client who holds off with his catalog until the last possible minute so competitors won't know of his latest innovations before the big trade show. The catalog is very extensive and the time frame very tight – but Ideal finds a way to pull it off every year.”

WALT LARSON  
RICHARD SCALES ADVERTISING

We define our service as *customized...and never compromised.*  
A catchy slogan? Sure. But it's so much more than that. More than just words.  
It's a promise, made both to ourselves and to you.





“Prior to utilizing Ideal’s fulfillment services, I was spending much of my day responding to our worldwide Honeywell sales force’s many requests for literature. This was very frustrating, as it kept me from doing my job. We now have about 100 titles printed, inventoried and distributed by Ideal. It’s working very well. I can now concentrate on my primary marketing responsibilities.”

CONNIE KRAUTH  
HONEYWELL

# FULFILLING EVERY CHALLENGE

Ideal has truly become a fulfillment expert. We'll gladly maintain a complete inventory of all the items we print for you – stationery, brochures, catalogs, etc. When you need it, we'll ship it...and fulfill all your expectations.




“This year Ideal Printers printed our main toy catalog as well as other related sales materials for the New York Toy Fair. They had the capability and the technology to meet the needs of our company and they were very patient with some last minute details. We found the Ideal Printers staff to be extremely customer service oriented and accommodating to our specific needs. We were very happy with both the product and the personal attention that we received and we look forward to our continuing relationship in the future.”

JENNIFER MOORE  
THE MANHATTAN GROUP

COMPREHENSIVE PRE-PRESS ACCURACY...

Every stage of a printing project is like a link in a chain. Pre-press and plating are very important links. Our skilled pre-press team is dedicated to finding and fixing imperfections, before they become problems, ensuring picture-perfect printing.

A MUST



“ Walker Art Center is a very demanding client, with high expectations, but with very strict budgets and deadlines. For several years now, you have provided excellent printing services for the museum, from our monthly calendar of events to promotional flyers, brochures and postcards. Many times you have saved the day by turning a piece around quickly and helping us (sometimes miraculously) to meet our deadlines.”

MICHELLE PIRANIO  
WALKER ART CENTER

Our attitude toward quality and service is consistent, be it a one, two, four or six color project. We strive for excellent results that are delivered on time and within budget.





Printing is more than just putting ink to paper.

Every printing job represents a  
*relationship* between the  
client, the printer and the medium.

It's a matter of *trust.*  
Of *dedication.*

It's a process that begins with a  
handshake and never really ends.

And somewhere, in between,  
*the presses roll.*

Ideal Printers exists to serve three constituencies.

Our customers.

Our employees.

The owners.

And always in that exact order!

