

# Catalog Manufacturing



*Passion and performance on every page.*

# Welcome

## You need more than just a printer, you need a catalog manufacturer

Welcome to Webcrafters, Inc. — a familiar name to the printing industry for over 100 years because we keep adapting, improving and growing as printing and mailing experts. We offer you the latest, greatest benefits of digital technology, as well as conventional printing know-how, online proofing, closed-loop color, automatic register, and mailing solutions that keep you on budget. Our process approach to manufacturing includes Lean Manufacturing and process documentation. We carefully develop streamlined workflows which gives us the ability to produce your catalog efficiently each and every time.

People know us for our work in catalogs, B2B, educational book publishing, trade, and general books. Here, you'll find a four-color printing expert who treats you and your catalog or book project with great respect. You'll also get extra service you simply don't find with most printers.

## You have our undivided attention

Consider us your extra project manager. Your extra layer of quality control. Your resource for mailing trends and efficiencies. Here, you'll never be treated like a number. You'll know exactly where your project is every step of the way because you finally have a printing partner who is proactive, communicative and passionate about your success.

Work with a nationally-known and respected company — a family business that respects you and appreciates your organization. Why do business any other way?



*Passion and performance on every page.*



Jac Garner

*President and CEO*

# Our History

## Our Mission

Webcrafters is a family-owned printing company with more than a century of proven industry leadership based on flexible and responsive service to national markets.

Webcrafters is a company with state-of-the-art technology, strong and supportive suppliers, and employees committed to giving our customers the very best.

Webcrafters will use these assets in developing partnerships with our customers that provide exceptional value, contribute to our mutual success, and benefit employees and the community.



*Over the years, technology has changed the machines in our manufacturing process, but employees like Summer Walstead, Bindery Operator, continue the tradition of providing passion and performance on every page.*



## Our Strength

Webcrafters' strength stems from our employees and the ability to be flexible, including scheduling and handling emergencies or rush jobs. Responsive service means everything from CSRs, salespeople and estimators promptly responding to customer inquiries to making sure the job goes efficiently through prepress, bindery, shipping and mailing and most importantly that the catalog or book is durable, correct, great-looking and on time.

Customers want to work with us for that special service — we work hard to ensure that we manufacture great books and catalogs.

1868

*Madison Democrat starts operations*

1890

*Incorporation of Democrat Printing Company*

1925

*Walter Frautschi, our present chairman's father, joins company*

1959

*Frautschi family acquires all company stock*

*Our first web-offset press*

1965

*New company name: Webcrafters*

1982

*Westport plant opened*

*Our history*

## We value family and people

Decades ago, we led the way in web-offset printing. Today, we offer the best in digital printing and mailing options in addition to our market-leading conventional printing. Better yet, in the process of growing and expanding, we've never lost our personal customer service touch. We're proud of our extended family: our employees. They bring a family business commitment to the work they do for all of our customers.

**Our beginnings** as a printing business go back to the 1860s (see the timeline). In the 1950s, the Frautschi family took ownership of Webcrafters. In 1959, we purchased our first web-offset press. And in 1965 we changed our name to Webcrafters to reflect our pioneering role in the web-offset process.

**Today**, John Frautschi serves as Chairman of our privately-held family company. Christopher Frautschi (John's son) is our Vice President of Marketing and Planning. Our passion for printing still shows to this day, thanks in part to our continued family ownership.

## People like doing business with us

Integrity and a lack of bureaucracy attract customers to Webcrafters and keep them coming back.

## We are not a bureaucracy

We are a flat organization and very responsive. Our long legacy of family commitment continues to have a powerful effect on our relationships with customers as well as employees, suppliers and the community.

Webcrafters has been adapting, improving and growing for 100 years — and we'll keep doing the same for another 100 and another...



John Frautschi  
*Chairman*

Christopher Frautschi  
*Vice President of  
Marketing and Planning*

1994

*Digital prepress  
established*

2003

*Added  
digital printing*

2009

*Added short-run  
case and perfect  
binding solutions*

2011

*Prosper Press added*

2013

*New MCS inkjet  
addressing machine installed*

# Capabilities

## We specialize in color:

### Prepress

- Full-Service Prepress Operations with Esko's WebCenter Workflow and CTP Operations
- Versioning Services
- Conventional Proofing
- Digital Proofing

### Printing

- Full-Color Web-Offset Presses with Closed Loop Color/Registration Control for 8, 12, 16, 24, 32, and 64 Page Delivery in 1, 2, and 4/Color
- Digital – Toner (1-100 copies)/Variable
- Digital – Inkjet (101-800 copies)/Variable
- Conventional Offset (801-1,000,000+ impressions)

### Print Finishing Services

- Saddle Stitching
- Perfect Binding
- Spiral Binding
- Case Binding
  - Adhesive
  - McCain

### Mailing

- Firm Bundling
- Co-Mail
- Co-Palletization
- Midwest Distribution

### Fulfillment

- Drop Shipments (National/International)
- Pick and Pack
- Kitting
- Newstand Preparation
- Delivery Options

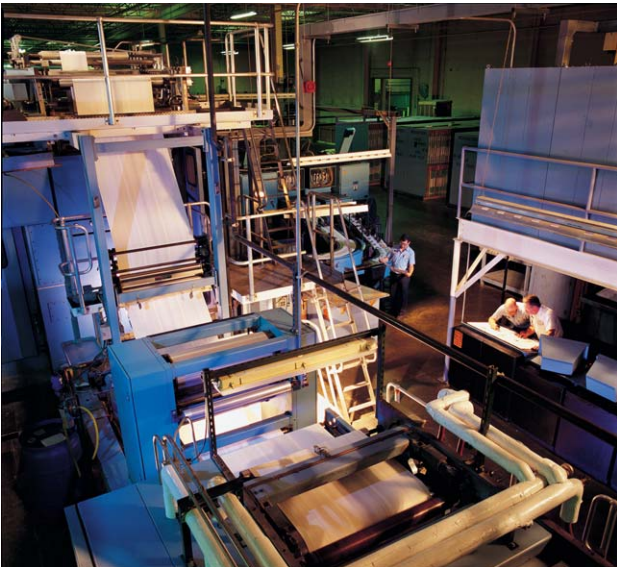


# Your Best Choice for All Run-Lengths

## Our Technology Commitment

We promise to bring you the latest in printing and mailing innovations and optimization: tools and ideas that will easily and speedily bring your projects to fruition and into the marketplace. We fulfill this commitment by continuing to invest in the most cutting-edge and effective equipment. So as the catalog world spins faster and faster, you can depend on us to be there for you. Working fast. Working smart. And delivering high-quality printing and mailing with integrity.

Need to print that short-run catalog faster, and still enjoy all the quality you've come to expect from web press technology and Webcrafters? Consider it done. We've manufactured thousands of digital titles. Want more binding options, too? We have the complete set of short-run binding options — perfect, case (adhesive and McCain sewn), and mechanical. It's all yours, because we have options — heatset web offset, sheetfed, digital toner, and digital inkjet presses.



*We have 10 heatset, web-offset presses available for your longer print runs. Optimal signatures: 8, 16, 32, and 64 pages.*



*Kodak NexPress digital presses are used for ultra-short print runs.*

## Meet the Prosper Press

With the Prosper digital inkjet press, there's no more choosing between conventional offset for long runs and toner-based machines for short runs. The Prosper bridges a technology gap. Now you can print short runs using high speed web-fed inkjet engines — with web speeds. And you can get more bindery styles — along with variable data. It's time to live...and Prosper.

What's next on the technology horizon? Don't worry. We are committed to continuing to bring you the latest in printing innovations.

# Mailing, Distribution, and Fulfillment



*Have multiple catalog versions? Jay Gilbertson, Mailing Services Coordinator & CSR, will show you how our expertise shines through from start to finish.*

## Your Complete Fulfillment Solution for Bulk, Package, and Individual Copies

Webcrafters offers complete manufacturing, pick and pack, bagging, labeling, packaging, custom packaging, storage and fulfillment with accurate on-time ship-outs for precise delivery dates. We provide special packaging and kitting as well. Finally, we offer inkjet addressing for fulfillment.

Our central location in Wisconsin allows cost effective printing, distribution and fulfillment for long or short-run books or catalogs. We'll handle the logistics so you neither need to worry about it, nor maintain costly warehousing for every project.

Our customers trust Webcrafters to manage fulfillment orders professionally, accurately and on-time. We ship and mail domestically and internationally. Ask your Sales Representative for more information.

## Expertise in Catalog Versioning

Webcrafters can easily and conveniently produce multiple versions of a base text/catalog for different states, test markets or pricings. Generally, we use spot colors in the files to accomplish this.

## Webcrafters' Mailing and Shipping Offerings

Webcrafters offers a complete array of mailing and shipping offerings to provide the most cost effective delivery method for your catalog. Webcrafters can take your list, run it against the NCOA (National Change of Address), check for duplicates as well as merge and purge to give you the most accurate mailing list coverage. Our mailing experts will evaluate your list or file in order to offer you the best options at the lowest mailing cost.

## Mailing Details

**Inkjet Addressing:** Is available for flats and parcels.

**Flats or Parcel Mailing:** Per USPS size and weight rules, Webcrafters will mail as sorted flats or parcels.

**Firm Bundling:** Sending a group of catalogs together as a single package bound with strapping and labeled with a facing slip.

**Co-Mailing:** For flat-sized mail only. They are sorted by ZIP code, then trucked to a co-mailing location.

**Co-Palletization:** Multiple customers' mail shares the same pallets.

**Newsstand Distribution:** Webcrafters can forward magazines and books to the relevant distributors you have prearranged to handle the newsstand distribution.

**UPS/FedEx Bulk or Individual Package Shipping:** Webcrafters uses the UPS or FedEx shipping options as fits the complete distribution plan to keep costs low.



# Become the Hero of Your Next Catalog

## Paxton/Patterson

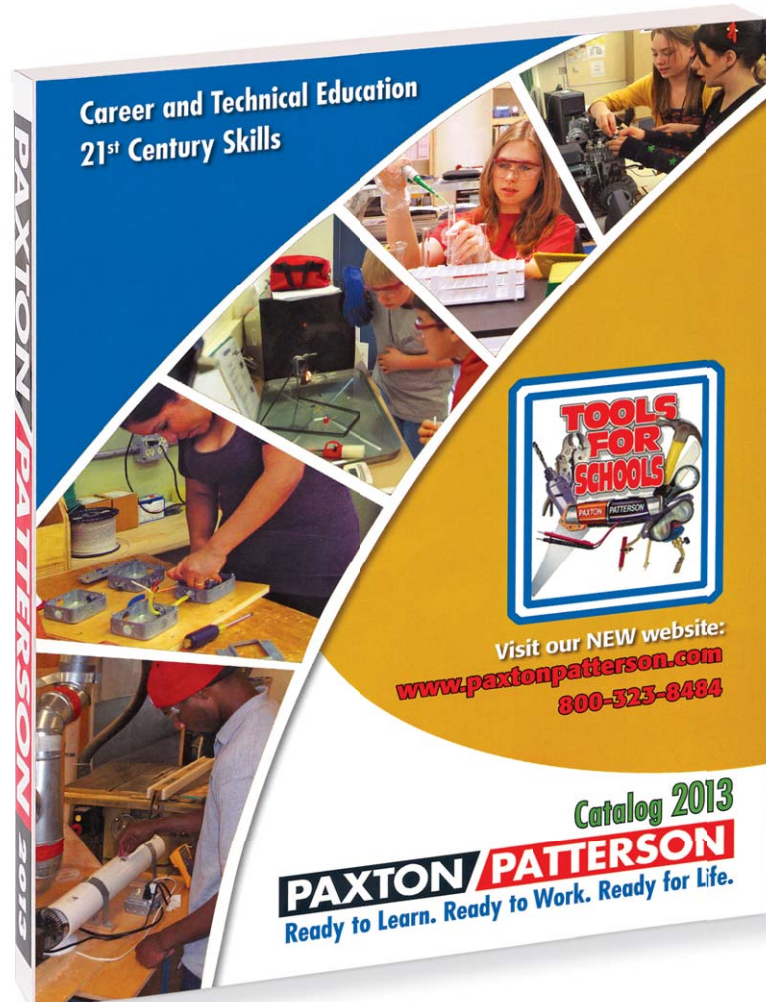
### Exceeding expectations

Webcrafters provides a team of experts who care about your catalog from file to shipping. Roger Davis, owner of Paxton/Patterson, a distributor of Career and Technical Education learning systems, learned first-hand of Webcrafters' proactive approach to catalog manufacturing.

Roger had produced his company's catalog for many years with another printer. There had been several problems in mailing his catalog which prompted Roger to consider a new printer.

Upon hearing of Webcrafters' excellence in customer service, Roger decided to take a tour of Webcrafters' production facilities and meet the staff. A pre-planning meeting was held to discuss file set-up, transfer, printing, binding, and mailing procedures. Roger left with confidence that his annual catalog, the bread-and-butter of his company, was in good hands with the team at Webcrafters. The catalog printed beautifully and was mailed on time to Paxton/Patterson's customers.

When contacted for a post-production recap, Roger reported that he was very pleased with all aspects of the production and mailing of his catalog.



*"There was never any doubt in my mind, from estimating to mailing, that my project was important to Webcrafters. I have worked with some very good customer service people over the years, but our Webcrafters CSR was the best CSR that we've ever had. I have never worked with someone who was so proactive and on top of my catalog. She made us feel like we were her ONLY customer. Webcrafters exceeded my already very high expectations! We look forward to continuing to do business with Webcrafters."*

— Roger Davis, Owner of Paxton/Patterson

# Award-Winning Sales Tools

## We pride ourselves on printing excellence

We are printing professionals like no other. From planning to printing to finishing we have a special passion for the whole process and it shows. Customers often comment on our outstanding assistance in providing options and results. What your customers see is the strong overall quality of your products in their catalogs. We're your print consultant. It's about our attention to detail and performance. It's about our pride showing through. It's about your most valuable sales tool!

### 2013

- Award of Excellence  
(GLGA Graphic Excellence Awards)

### 2012

- Silver Award  
(IAPHC Gallery of Excellence)
- Award of Excellence  
(GLGA Graphic Excellence Awards)
- Certificate of Merit  
(GLGA Graphic Excellence Awards)

### 2011

- Gold Award  
(IAPHC Gallery of Excellence)
- Silver Award  
(IAPHC Gallery of Excellence)
- Award of Excellence  
(PIW Graphic Excellence Awards)
- Certificate of Merit  
(PIW Graphic Excellence Awards)

### 2010

- Award of Excellence  
(PIW Graphic Excellence Awards)



# Overview of Services



## Quote

You'll work directly with a Webcrafters Estimator to get a fast, accurate quote. Our Estimator and Billing Specialist will arrange quoting and invoicing formats that meet the needs of your internal systems.



## Customer Service & Support

Your CSR (Customer Service Representative) works behind the scenes as your internal advocate. Throughout your project, our CSRs go the extra mile: Fielding a call from a Press or Bindery Operator in the wee hours of the morning; managing any components we outsource or that you may supply; and, ensuring efficiency and accuracy, from deadlines to shipments.



## Sustainability

Webcrafters has a deep commitment to sustainable production from almost complete recycling to careful energy usage. We proudly note that we carry the Sustainable Green Printing (SGP) certification.



## Paper

We have the customer in mind when it comes to paper options. Over the course of many years, we have developed strategic partnerships with mills and merchants providing you with the best options to meet your budget and exceed your quality expectations. Want to supply your own paper? No problem. At Webcrafters there are no handling fees and beyond trucks, we can even accept rail deliveries right inside our plant.



## Prepress

We give you direct access to all of the seasoned experts on your Webcrafters team, from the prepress team setting up your job to the press crew running it. You'll work with a core team of planners and digital prepress experts who handle file set-up and testing. Our pros will troubleshoot the details, looking for file problems before they become printing problems. Conventional and digital proofs are all available to fit your schedule.



### Digital Press

Our Kodak Prosper Digital inkjet web press and two toner-based digital sheetfed presses will provide the horsepower you need to produce your books with high quality and on-time delivery within tight schedules. It's just one of many investments in equipment Webcrafters has made to serve your publishing needs at a price point you'll like.



### Offset Press

We support your wide range of book and catalog printing needs. Our heat set web-offset presses are equipped with closed-loop color and register. Large runs and high page counts are no problem for our robust traditional web presses. So whether you need short runs, or mid to large quantities, look under one roof — ours.



### Bindery

Our bindery has got you covered. In addition to our traditional longer-run binding equipment (spiral, perfect, saddle-stitch and adhesive/McCain sewn case binding), we offer short-run spiral, perfect and adhesive/McCain sewn case binding options, and optimized mailing in house for your catalog projects.



### Fulfillment

Our fulfillment team works closely within your schedule and timing needs to coordinate your kitting, drop shipping, or pick and pack needs. We arrange both national and international shipments.



### Mailing

Webcrafters co-mails, firm bundles and delivers to distribution centers, bulk mailing and SF centers so you can take maximum advantage of all postal discounts.

# Lean Manufacturing

## Why Lean Manufacturing?

At Webcrafters our entire staff has been trained in Lean Manufacturing techniques. Webcrafters is continually refining workflows and procedures which have enhanced our continued growth and success in manufacturing B2B and B2C catalogs and publications. As a direct result we have consistently exceeded our customers' expectations by providing unparalleled flexibility and service, exceptional quality and extremely competitive pricing. Lean manufacturing has become an integral part of our corporate culture.



*Lean Manufacturing techniques provide opportunities for Webcrafters to enhance the manufacturing process of your important projects.*

## What is Lean Manufacturing?

Lean Manufacturing is an evaluative process that streamlines and improves workflow within the manufacturing process. Lean Manufacturing can be achieved through a variety of techniques. However, they all have three elements in common: identifying all of the necessary steps in a process, increasing efficiency, and cultivating relationships with all stakeholders via open communications.

## Benefits of Lean Manufacturing

**Predictability:** We have increased the predictability and consistency of our services through our Lean Manufacturing initiative. From first printing to end-of-life, each book or catalog is manufactured with care.

**Confidence:** Cross-training and job shadowing allow our employees to better understand the entire book manufacturing process rather than just their own departments.

**High-Tech Manufacturing:** Besides having the latest equipment and book manufacturing technology, we constantly monitor up-to-the minute changes in the book manufacturing, publishing, catalog, and related industries. These manufacturing technologies are strengthened through Lean.

**Quick Response:** Flexibility in the workflow process benefits both us and you, our valued customer. It allows us to be more responsive in serving your changing needs.

**Increased Efficiency:** Streamlining has increased our efficiency for the manufacturing excellence that we both expect.

**Communication:** We pride ourselves on proactive communication with customers, vendors, and our employees. That's why all employees participate in job shadowing as a part of our Lean Manufacturing initiative.

**Sustainability:** Cross-training and streamlined workflows have reinforced our initiative to be a sustainable manufacturer. We encourage continuous improvement in seeking to reduce waste and increase recycling throughout our facilities and processes.

# Sustainability

## Our Sustainability Commitment

We promise to meet or exceed all applicable environmental laws and regulations, and to protect the environment. We will fulfill this commitment by incorporating environmental priorities into our products, services and facilities, thus minimizing the environmental impact of manufacturing operations. We promise to continually improve in the areas of pollution prevention, waste management and recycling. We pledge to educate employees on environmental practices. And we promise to continue our proactive approach to sustainability issues with customers and our community.

## Your Sustainable Printing Partner

Webcrafters is certified to the standards of Sustainable Green Printing® (SGP®), a nonprofit organization providing sustainability certification in the graphic communications industry. The guidelines of this certification provide a way for Webcrafters to continue to evaluate its process to reduce its environmental impact, which the company recognizes as important to its customers, employees, and community.

## Forestry Certifications

Webcrafters is certified to the standards of the Forest Stewardship Council® (FSC®) and the Sustainable Forestry Initiative® and (SFI®). FSC® and SFI® are two of the world's leading independent, nonprofit, non-government organizations verifying sustainable forestry practices.



**Dale Ripp**  
*Sustainability and  
Safety Manager*



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