



Making Better Connections

End-to-end Marketing Solutions



Consolidated
Graphic
Communications

A Safeguard Partner | Powered by delux^e





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Introduction

You have trusted CGC to be your marketing solutions provider over the years. Now, with CGConnect, you can take advantage of our technology solution that will expedite many of the time-consuming tasks associated with marketing your business.

THE CGCONNECT PLATFORM AUTOMATES AND STREAMLINES:

- Production and Customization of Marketing Materials
- Ordering of Promotional and Printed Products
- Digital and Printed Content Creation
- Inventory Management and Logistics
- Fulfillment and Distribution
- Reporting for Enhanced Decision Making



Solving Business Challenges

The CGConnect platform provides a seamless online experience for users through a brand-specific site customized just for you. Administrative features allow your business rules to be adhered to during customization, asset management and the approval process. Integrations simplify configuration steps from single sign-on to data imports.

CGConnect is a marketing solutions platform created to streamline the branding and distribution of your company's marketing materials. Now, creating, ordering, and distributing products is easier for everyone so you can focus on what you do best: building and selling your products and services.

CGCONNECT IS DESIGNED TO SOLVE YOUR UNIQUE BUSINESS CHALLENGES USING PROVEN TECHNOLOGY. CHALLENGES LIKE:

- Reaching your marketing and business goals in a rapidly changing marketplace
- Keeping pace with the technology your target audience is using
- Achieving command and control over accounting, operations, and supply chain management
- Managing your brand to maintain consistency across diverse marketing channels while providing end-users more flexibility to connect with their customers.
- Ensuring PCI Compliance

Better Results for Your Business

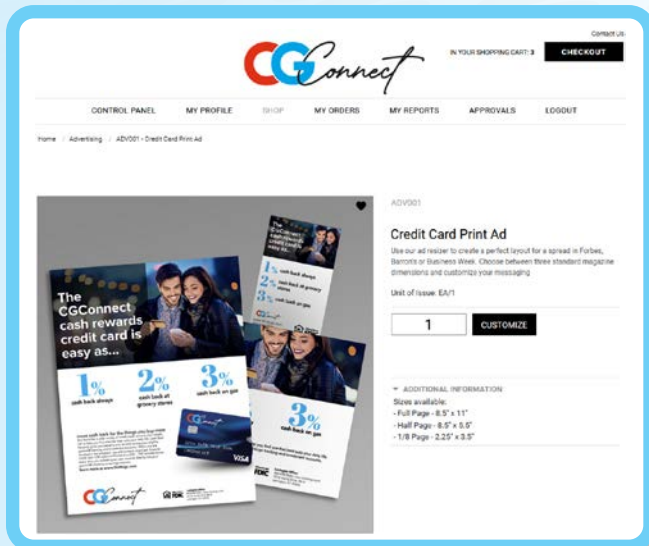


Today, customers like you are using CGConnect to manage and execute every aspect of their marketing plans – quickly and easily buying physical goods, customizing collateral materials, downloading assets, and generating digital content that engages the client.

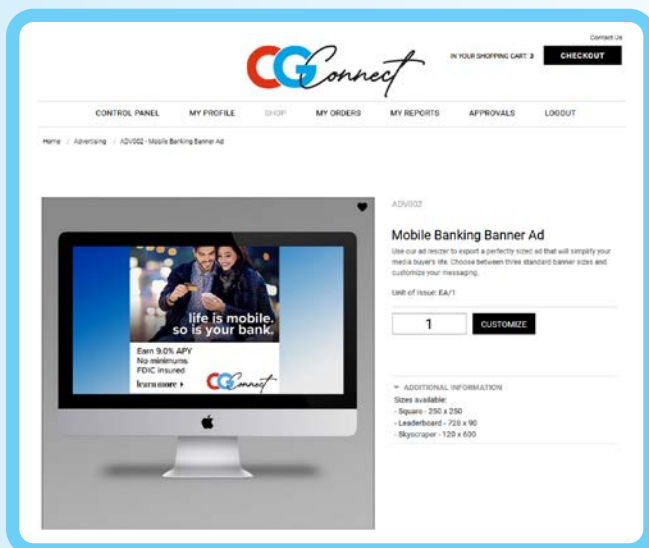
For you, and your organization, this means employees, franchise managers, sales reps, local marketing staff, and others can simply log in, choose from pre-approved marketing materials, customize products using templates with predefined business rules, and order print and promotional materials, all while you maintain control over your brand.

At a higher level, CGConnect provides the built-in functions you need to monitor and control access, expenditures, and usage, while maintaining brand consistency and assuring legal compliance.

Best-In-Class Editing Controls



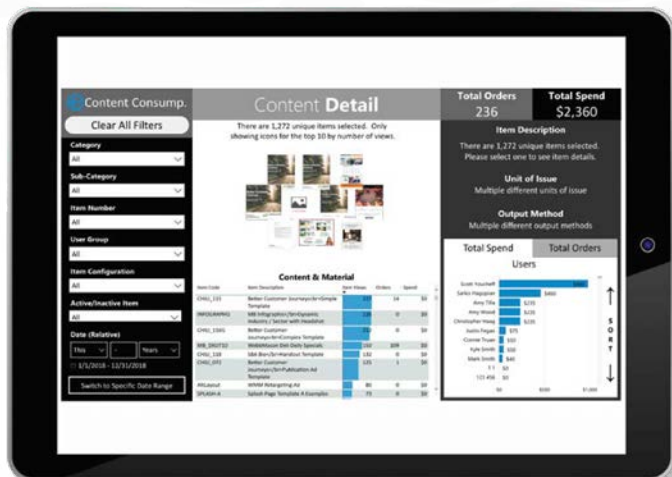
When it comes to customized marketing templates, CGConnect delivers an experience with instant gratification that drives results. A user may log in, access previously entered profiles, make updates in the form fields, and see changes in a real-time preview. In-place editing directly on certain items offers an even more efficient approach to customization. All of this is configurable to ensure certain elements are locked down, and only brand-approved fonts and colors are available.



As for output, the traditional PDF for print is most used, however you will find CGConnect supports HTML email customization and distribution. In addition, a PDF may be transformed into a hosted flip book for brochures, proposals, catalogs, and more. Solutions for advertising include resizable layouts and image outputs for digital use.

You will benefit from our strategy to remain at the forefront of this technology, all the while, helping you to create or transform your digital marketing ecosystem.

Go From Data to Insights in Minutes



On-demand reporting has been a long time need of our customers and is now possible through CGConnect.

Having current data at your fingertips helps you make the best decisions for your business. We deliver data in convenient dashboards so you can share important information and metrics with your key shareholders. Simply put, the CGConnect platform provides the data you need any way, anywhere, and all in one view.

With CGConnect you have the power to obtain customized marketing content within brand standards applied across any item or delivery method:

BRAND MANAGEMENT

- Customized storefront branding options to help you reach your business goals more quickly.
- Storefronts are permission-based to guide feature and catalog/item access by user

FULLY INTEGRATED DATA

- Real-time inventory to prevent costly stock-outs and missed shipments
- Automated order processing and tracking increase efficiencies.

CUSTOMIZATION

- Best in class editor for unique content creation through templates, business rules, and asset selection
- Allow for great user experiences through CGConnect's full set of control tools for print, direct mail, and digital applications.

CONNECTED SYSTEMS

- Single sign-on for simple system connections
- Punchouts for round trip experiences
- API integrations (Salesforce.com and Silverpop)
- XML transformations

DIGITAL DISTRIBUTION

- Easily create outputs beyond print including HTML email and flip books
- Digital content can be distributed from our platform or downloaded
- Track these actions to better understand content usage

PRINT AND PROMOTIONAL PRODUCT WAREHOUSING AND FULFILLMENT

- When it makes economic sense, produce and place items into inventory for easy ordering.
- Decentralize the ordering of authorized items without losing control or jeopardizing your brand.

SPENDING ACCOUNTS

- Set predetermined user specific budgets or shared summary view of spend and reload rules
- Manage marketing dollar spends across your entire enterprise efforts.

ASSET LIBRARY

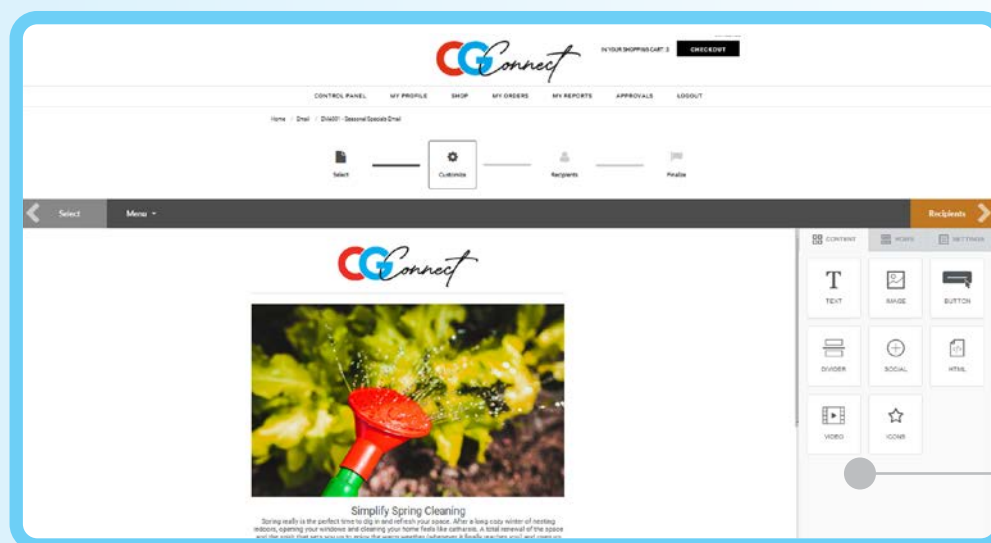
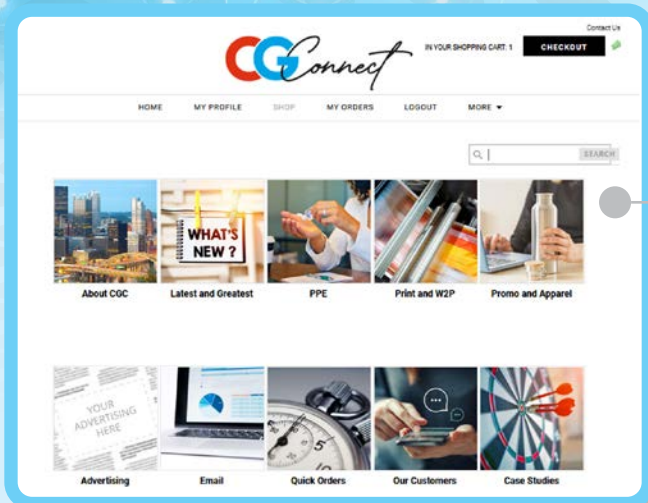
- Store all file types, unique metadata, search, reporting and permissions all in one place
- Easy authorized personnel user navigation
- Can be used as a Digital Asset Management (DAM) system and supports all of the customizable templates on the platform

REPORTING

- Get real-time data on how your users access, create and consume content in one, 24/7, user consumption dashboard.
- Immediate access to reports you need to make good decisions
- All reports can be downloaded to CSV or excel if needed for collaboration or employee input.

SALES TAX REPORTING

- CGConnect integrates with various sales tax update services to keep up with multiple state and local tax jurisdictions.



Highlights

BRAND CONTROL

Together we will customize your site from the theme, all the way through to the ordering process. CGConnect puts content in the hands of users while enforcing business rules, asset management, and approval workflows.

ADVANCED EDITOR FEATURES

Don't settle for basic customization. Give your users the best experience possible with instant preview, dynamic actions, thumbnail asset selection, and in-place editing.

DIGITAL EDITOR CREATION AND OUTPUT

Go beyond a simple PDF for print output. Using best-in-class tools, your users can customize, preview, and distribute beautiful emails, flip books, and digital image output.

YOUR CONNECTIVITY + SYSTEMS

CGConnect integrates with premier providers so you can solidify your customer relationships through best-in-breed solutions. We constantly update our ecosystem to incorporate new technologies.



Advanced Features

PROMOTIONAL PRODUCT WORKFLOW

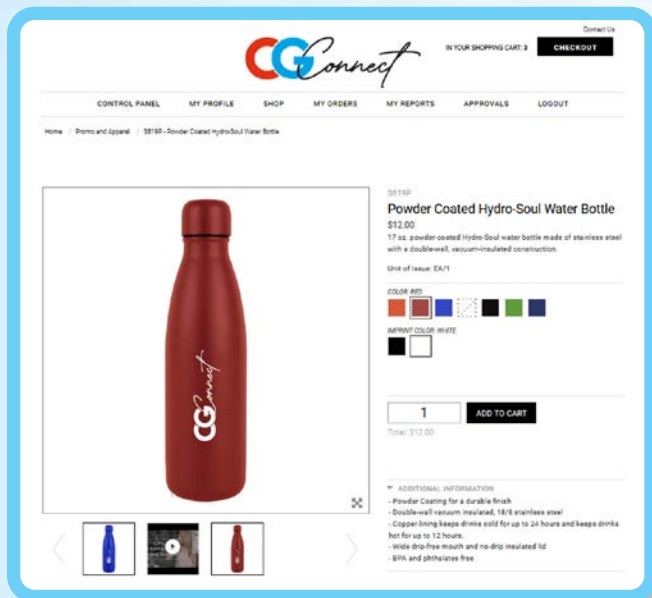
Promotional products play an integral role in helping promote your brand and reaching out to potential customers, clients, participants, and members. It's just a fact, promotional product marketing is a very low-cost method to drive growth and brand equity that helps your company be remembered. That's why the CGConnect offers more variety, features, design capabilities and administrative functions when it comes to your promotional products workflow. Here are a few examples:

FLEXIBLE CONFIGURATION

- Consolidated Item Detail View
- Flexible Variant Configuration
- Efficient Batch Ordering

INTELLIGENT VOLUME PRICING ACROSS CART CONTENTS

- Intelligent Volume Pricing Across Cart Contents
- Robust Media Library and Tagging System
- Detailed Shopping Cart Summary
- Modernized Site/Item Administration



Flexible Billing Options

The screenshot shows the CGConnect website's shopping cart and checkout interface. At the top, the CGConnect logo is displayed. Below the navigation bar, the 'SHOPPING CART' section indicates 'You have 1 item(s) in your shopping cart.' A table lists the cart items:

Item #	Description	Stock Order	Order Qty	Unit of Issue	Price Discount	Unit Price	Price	Action
PROD11	FLAVOR Tugain	No	<input type="text"/>	EA/1	1	\$14.00	\$14.00	Remove

Below the table is an 'UPDATE QUANTITIES' button. To the right, a summary of charges is shown:

- Subtotal: \$14.00
- Tax: \$0.04
- Freight: \$0.00
- Handling: \$0.00
- Total: \$14.04

The 'Shipping' section includes a 'Shipping Destination' dropdown, a search bar for addresses, and a 'Mark to the Attention of' field. The 'Billing' section features a 'Payment Method' dropdown, a 'Purchase Order No.' field, and a checkbox to 'Save this as my default payment method?'. An 'Amount to be applied to this payment method' field shows '\$4.84' with an 'APPLY' button. At the bottom, there are 'CONTINUE SHOPPING' and 'PLACE THIS ORDER NOW' buttons.

CGConnect offers a variety of payment methods from corporate cost centers to credit cards, and even spending accounts with preset amounts and business rules. CGConnect and even handle coupon codes to provide more marketing capabilities than ever before.

The site administrator can now create one or more coupon codes to be used to discount an order. A step-by-step process allows the code to be specified, date range to be indicated, and coupon type (flat dollar amount, percent off, or free shipping). Next, minimum purchase requirement, user access, and item eligibility are considered before activating the coupon for use.

PAYMENT METHODS

- Corporate Cost Center
- Credit Card
- Spending Accounts
- Summary Billing

Your Marketing Supply Chain Solution

DISTRIBUTION AND REPORTING - BOXING IT ALL UP TO MAKE THINGS SIMPLE FOR YOU.

You will immediately benefit from the print and brand management integrated solutions of CGConnect. Now digital and physical items can be ordered, distributed, and reported on through one system. All this results in tangible benefits including improved workflow efficiency and reduced costs.

COMPLETE ORDER MANAGEMENT

Now you can use one platform to easily order inventoried items or customized items, whether manually entered or created in your brand adherent templates. Email, direct mail, advertising, promotional products, print and more are now at your fingertips. Better yet, CGConnect will automatically release your items to the right manufacturing facility, warehouse, or directly to your customer. It is all based on the setup and distribution instructions developed during implementation.

TOTAL INVENTORY CONTROL

Real-time perpetual inventory will prevent stock-outs and insure you are ordering the most economical quantities for items in our warehouses. We can even control who can order specific items, place limits on how many they can order, and require approvals prior to shipping.

INTEGRATED SHIPPING

CGConnect can facilitate the use of UPS, FedEx, and many other third-party shipping applications. Tracking and shipping information is updated to the portal so you can see where your shipment is whenever needed.

MULTI-COMPANY

Running more than one business entity? No problem. CGConnect supports multi-company as well as multiple divisions or profit centers.



BEST-IN-CLASS E-COMMERCE

CGConnect is your best-of-class e-commerce platform that will simplify many aspects of your Branded Marketing Supply Chain and help you and your end-users be more responsive and efficient so they can spend time on your business. Additionally, with CGC's 50 plus year emphasis on print and brand management, you can be assured that we'll continue to develop solutions to help you succeed at communicating your message.





Creative Support from CGC

CREATIVE SERVICES ARE ONE OF CGC'S CORE CAPABILITIES AND WE ARE SKILLED AT HELPING YOU TELL YOUR STORY.

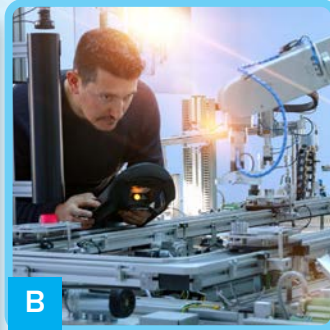
If you have the creative resources to maximize CGConnect, you are most likely thinking about all the possibilities CGConnect can help you realize. On the other hand, if you love what you see but have a stretched, or limited marketing team, you might be wondering how you can maximize CGConnect's capabilities. We can help.

Our approach is to flex to your specific needs, whatever they may be at any point in time. From simple production management to graphic design to full blown idea and campaign development we have the experts that can turn your vision into a reality.

Our team consists of Graphic Designers, Artists, Copywriters and Web Developers, who are ready to bring your concepts to life, both within the CGConnect platform and for any other off-platform needs.

Vertical Markets

CGConnect is a full-service digital marketing solution in these vertical markets. Here's how CGConnect empowers them:



A FINANCIAL SERVICES

Empowering agents, branch managers and advisors to find, win, and keep more business

B MANUFACTURING

Going beyond a nuts-and-bolts approach to marketing to build a competitive advantage

C HEALTHCARE

Ensuring effective workflow, compliance, and new ways to reach consumers

D RETAIL

Creating fabulous experiences to help attract new customers and also retain brand loyalty

E MEDIA

Engaging valuable audiences and advertisers individually and across channels

F AUTOMOTIVE

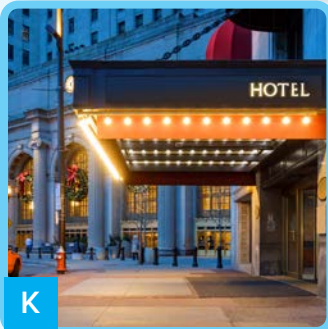
Driving more revenue by moving marketing into a different gear to rev up sales

G EDUCATION

Helping organizations engage students as the individuals they are, throughout their life cycle

H CONSTRUCTION

Building a platform that can outfit your entire workforce and drive safety



I REAL ESTATE

Arming agents with customized solutions that engage clients and close deals

J FOOD + BEVERAGE

Infusing the right lead management process to attract patrons

K HOSPITALITY

Supporting the service approach with digital marketing strategies for travelers and guests

L GOVERNMENT

Helping entities cut through the red tape with whiteboard strategies and the right tech

M NON-PROFIT

Supporting the mission of every organization to do more with less overhead

Your Vision. Our Solutions. Your Success.

YOUR BUSINESS HAS A STORY TO TELL

It's your brand. It's the feeling people experience when they think of your business. Do you have a compelling, vibrant story to share with your customers? Are you communicating your story effectively across multiple marketing channels? CGC can help by creating dynamic marketing solutions that drive results.

As your complete graphic communications and marketing solutions provider, we offer a variety of marketing resources including creative, printing and print management, project management, e-commerce, direct mail, promotional products, fulfillment, distribution, and much more.

CREATIVE SERVICES

Wherever you are in your marketing process, our award-winning team of creative professionals utilize their experience and expertise, along with the latest design applications, to bring your story to life. To inspire customers and prospects to purchase your products and services, we strive to understand the stages of your buyers' journey so we can create messaging and campaigns that connect perfectly and maximize customer engagement. Once accomplished, we deliver the right message to your target audience, at the right time, and in the right place.

- Concepting and Art Direction
- Branding and Identity
- Graphic Design and Illustration
- Advertising and Marketing
- Custom and Stock Photography

PRINTING

Using a blend of emerging technologies, and traditional printing processes, we develop compelling printed material that draws people in, keeps their attention, and serves as a vital component of your marketing mix. The CGC team is comprised of experienced print professionals, designers and customer support specialists. By paying attention to every detail, we make sure your message is delivered. From concept to production to delivery, we're committed to providing high-quality, high-impact print solutions to help your business thrive.

- Offset and Digital Commercial Printing
- Web-enabled and On-demand Print Management
- Specialty Finishes: Die Cut , Foil Stamp, and Emboss
- Mailing Services
- Warehousing, Logistics and Fulfillment
- Business Forms and Specialty Items

PROMOTIONAL PRODUCTS

With access to more than 800,000 products from 4,500 different suppliers, you're sure to find the perfect promotional product for your target audience at just the right price point. We can help you choose and customize the ideal products to keep your brand front and center. By developing a combination of samples and virtual proofs, we will make selecting the right products timely and simple. When needed, we provide secure storage for large promotional product orders.

Plus, we can ship to locations around the globe and save you money by optimizing shipping and reducing freight and delivery fees.

- Thousands of Products from Top Vendors
- Search and Selection Assistance
- Drinkware to Technology, Bags to Apparel
- Custom Imprinting, embroidery and engraving
- Custom Packaging and Kitting
- Warehousing, Logistics and Fulfillment

DIGITAL

Using digital channels from email marketing to SMS text messaging to social media, we can reach your prospects and customers around the world. We have embraced this fast-growing segment of our industry, and know the best way to integrate digital content into the story you want your customers to hear. By working with CGC, you'll be able to incorporate websites, micro-sites such as PURLS, and customized e-commerce solutions that address your specific needs. Creating a well-designed site is our first priority. Then we'll help you drive traffic to your site using methods that lead to converting clicks into sales.

- Custom Web Development
- e-Commerce Solutions
- Email Marketing
- PPC Digital Advertising
- SEO and SEM
- Mobile and Tablet Optimization

OUR STORY

Over the past seventy years the needs of our clients have been constantly changing, and we've been listening. Collaboration with our clients has taught us how to create marketing projects and campaigns geared to maximize ROI.

Since 1946, CGC has been dedicated to staying ahead of current technology and marketing trends to deliver powerful and innovative solutions that help grow both sales and customer loyalty for you, our valued client.

To further enhance our capabilities in this area, we entered into a partnership with Safeguard Business Systems and Deluxe Corp in 2012. As a result, we've enhanced our ability to provide state of the art manufacturing capabilities, and unparalleled technology and cross channel marketing solutions.

In 2014, we merged PrintConcepts into the CGC brand to broaden our reach and delivery. PrintConcepts has been a powerful addition to CGC as they share the same values and commitment to excellence. This marriage has also provided expertise in the Advertising and Promotional Product channels that has strengthened our suite of print management and marketing solutions.

GIVE US A CALL AT 800.568.3676 OR VISIT US ONLINE AT THINKCGC.COM. WE'D LOVE TO BE OF SERVICE.



CGConnect's ability to mobilize your messaging across marketing channels like email, advertising, print, promotional products, and others will allow you to tell your story like never before. Ask how we can help.

www.thinkcgc.com



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