



THE ULTIMATE PRINTING COMPANY
ECODIVISION

A **fresh new** approach to
with **fruitful** solutions





The Ultimate Printing Company started as a concept on a new business venture that would incorporate Full Commercial Printing, Quick Digital Printing, Design-Print-Multi Media & Web communication and as well, Fulfillment & distribution. We discovered that there was a large sector in the printing industry that did not incorporate these infrastructures. We then polled multiple business leaders across several industries about what their expectations were from a print supplier? Their answer was a supplier that offered full integration of Design-Print-Media-Web, and a full distribution centre. They wanted the convenience of one supplier to consolidate and supply all their print and digital media needs. Based on these results, we launched The Ultimate Printing Company in September of 2003 with the goal of being that all-in-one supplier. We would like to consider ourselves as One Channel with many creative outcomes.

Currently, The Ultimate Printing Company has 3 locations in Toronto & the GTA. The main shop & head office is located in downtown Toronto, the production facility is in Mississauga, and the third location is located in Woodbridge with more locations opening in the near future.

Here at the UPC, we enjoy a good relationship with our suppliers. We can proudly say that our technology partners like XEROX Canada, General Binding Corp, Heidelberg Canada, Agfa, Fuji, Unisource, Buntin Reid, HP, just to name a few of the leaders in the industry will back The Ultimate Printing Company in its quality of work.

As the President & CEO of the Ultimate Printing Company, I ask you to give us your vision and we will have our team put together a design that will put your competitors in the back seat. Let us be the solution to all your print needs.

Ceo & President
Zahir Salehmohamed

Experience

Our management and production staff have over 25 years of experience in the print industry. It has been their experience that has streamlined the company's workflow into a fast and efficient machine. You can be assured that your project is in good hands at the UPC.

New Technology

We are constantly updating our equipment and software to accommodate the constantly changing needs of the market place. From presses to folders and cutters, you can be sure that your print jobs are running on the newest equipment and you can expect to see the quality in your job from these technologies.

Long-Term Relationships

At the UPC, we focus on the long term. We would like to develop a mutually beneficial long term relationship with you. We will take the time to find out what your needs are and how we can satisfy them. In the long run, we want you to feel like family with the peace of mind knowing that your work will be completed fast and on time.

Cost Effective Print Solutions

In today's economy, we understand the large demands on businesses and the rising cost of operations. We can help alleviate some of these burdens by offering cost effective print solutions. We want to partner with you for the long run with competitive prices for effective solutions so that print does not have to be an operational burden.

Equipment



Pre-Press

CREO Computer-to-plate System

Heidelberg Prepress interface



Digital Presses

HP5500 42" 6 Colour Plotter 1200dpi

HP5500 60" 6 Colour Plotter 1200dpi

DisplayMaker 7000 ColourSpan 72" 8 Colour 1440dpi

Xerox ColourGrafx

Xerox DocuColour 6060

Xerox DocuTech 6180

Xerox DocuColour 12



Offset Presses

Mitsubishi Diamond 5-Colour 3000LS + Extended Delivery system

40" 8 Colour Komori perfecting + Tower coater + Extend Delivery System

40" 6 Colour Heidelberg Speedmaster CD102-6+L+F plus AQ Unit

Heidelberg Speedmaster CD102 6 colour + AQ (28 x 40)

Heidelberg Speedmaster SM52 4 colour (14 x 20)

Heidelberg Printmaster 4-colour DI (12 x 18)



Finishing

Polar Cutter 115 ED with Automatic Jogging & Cutting System

2 Shrinkwrappers

5 Head drill

GBC Orca 1 61" Thermo Laminator

Business Process Outsourcing

Why Outsource ?

Most companies still have investments in internal document print and mail facilities but the tide is rapidly changing. Why is document outsourcing growing so rapidly?

Reduce Cost:

The most obvious reason companies consider document outsourcing is to reduce capital investment and on-going expenses for laser printers, mail machines, software, and personnel - all of which are utilized on a part time basis. Strong outsourcing partners offer state-of-the-art production facilities allowing you to pay only for your company's usage.

Concentrate on Core Competencies:

In a very competitive world, successful companies have become more focused and specialized than ever before. Sales and revenue growth are imperative - building fixed overhead is not. Today, many organizations recognize there is no competitive advantage in building and managing print and mail operations, especially when print and mail will diminish over time with the future transition to electronic documents.

Lack of Internal Expertise:

Few companies can afford to hire a full time staff to research and stay abreast of technology changes in laser printing, mail production software and equipment and postal regulations. Evaluating, purchasing and implementing electronic document technology raise the bar significantly. Thriving outsourcing companies have that specialized expertise - that's why they are successful. Continued technology advances, increasing wages for the best people and decreasing talent pool insure outsourcing will grow dramatically.

Comparing Costs: In-House vs. Outsourcing

If the primary goal of outsourcing is to reduce costs then why do most companies fail to accurately assess their internal costs? Certainly capital equipment investments in printers, mail machines, servers, supplies, maintenance contracts and operator salaries are easy numbers to obtain - in fact, most studies stop right there. What's wrong with this comparison?

The outsourcing company, if properly managed, has the same hidden "soft" costs of running any production operation. Therefore, an accurate comparison to an outsourcing quotation should include

true in-house costs, not just hard dollar line items in budgets. An example of soft costs rarely addressed is indirect labor cost, such as accounting, budgeting, interviewing, training, recruiting, payroll, benefits administration, mailroom management, temporary labor, IT support, building facilities management, vendor contract management, shipping and receiving, purchasing, and mail delivery. What about hidden expenses that are buried in larger line items - warehouse storage space, delivery vehicle usage for mail delivery, various types of insurance, real estate and utility costs, and so on. All of these costs are included in outsource pricing. If the objective is a true, accurate comparison of in-house versus outsourcing, then be prepared to spend some time analyzing real internal costs.

Selecting an Outsourcing Partner:

What selection criteria should you use when all your outsourcing candidates appear equally qualified to perform your work and the pricing is close? How many times have you heard "they are all about the same so I went with my gut feeling"? Basically that means the vendors did a poor job of educating the customer or the customer didn't put enough effort into understanding the differences in the vendors. Either way, the decision becomes a gamble on future satisfaction.

There should be two major considerations in selecting a document outsourcing company. First, the usual outsourcing price quotation is based on what your company is doing currently. A great outsourcing company will ask questions, understanding if you have requirements that are not being met and what you would like to improve. A great outsourcing company will produce two quotes - one that compares apples to apples and one with recommendations for improvements and related costs, demonstrating how to reduce production costs.

Secondly, understand the values of the outsourcing company by listening to how they represent their company. Is the sales presentation based on the number of laser printers and mail machines or do they focus more on satisfied customers, quality, and solving your business problems. Is the outsourcing company flexible, willing to make changes as the customers' needs change or do you get the feeling you have to conform to them. Do their customers really speak highly about the relationship and provide strong recommendations? Has the outsourcing company honored all commitments on service and turnaround with their customers or does support drop after contracts are signed?

The extra investment in looking beyond pricing and capabilities will pay off handsomely insuring a mutually successful outsourcing relationship. Rest assured, all outsourcing companies are not created equal.

“Focus more on increasing your sales and leave the printing to a company that will augment your business.”

Ceo & President
Zahir Salehmohamed



10-col HEIDELBERG

Services

Design Services

Got an idea for a new product? Introducing a new service for your business? Let our creative design team carry your ideas into reality. Our talented design team can take your ideas and shape them to best suit your needs. Whether it is designing business cards or developing a corporate identity, we do it all. Let us be your resource for creative design solutions to make your business and products stand out in the marketplace.

Pre-Press

We have extensive technical knowledge that complements designers, allowing you to focus on your business. Our pre-press department understands the requirements of preparing files for press in a deadline intensive fashion. Our department offers a full range of services utilizing state-of-the-art equipment to make the production process easier for you and your business. Some services include File transfers & Conversion, Typesetting, Scanning, Proofing, Layout & Design etc.

Offset-printing

At the UPC, we have a wide array of state-of-the-art presses that have the capability to produce consistent high quality products. These agile presses can produce anything from business cards to booklets. The flexibility of our presses allows us to respond to the unique needs of each project. As well, our experienced management and press operators will assist you in getting the most out of your print projects. Then, take your prints to the next level with our inline finishing solutions.

Digital-printing

At the UPC, we have recognized that the digital printing market has constantly grown over the past several years and we have purchased new equipment to meet this demand. Our HP Indigo and Docu-Colour 8000 provide high quality print with fast turnaround. Personalization of jobs has never been easier allowing for more focused and customized marketing campaigns.

Variable Data printing

Our digital presses coupled with XM Pie™ software can create powerful one-to-one marketing campaigns that can speak to your customers on a direct level. Create static documents that utilize a "one size fits all" structure or a personalized approach which uses a static marketing message with different customer names and addresses. To really catch the attention of your customers, employ a fully customized marketing message which employs content that is highly relevant and custom tailored to

a specific individual. The composition of the document can be completely varied - the images, text and layout can be tuned to your customer's preferences.

Large-format printing

When you need to make a big impact large format printing is the answer. Generate buzz printing posters for customized promotions, backdrops, banners or presentation support. We can produce oversized images on a wide variety of materials including presentation grade paper, photo matte paper, floor graphics, adhesive back vinyl, canvas or backlit/duratrans.

We have a wide range of finishing options depending on your needs. Large format prints can be mounted on a variety of substrates from lightweight card or foamcore through heavy-duty gatorboard all in a variety of colours. Lamination is available in a number of weights and your posters can be UV protected to minimize fading. Plaque mounting is also available in a variety of thickness. Add a touch of flare add a matte or change the edge color to match.

Embossing and Foil Stamping

We at the UPC can take your average letterhead or business card and take it up a notch. Make your products stand out from the rest with a little flare of gold or add a depth of dimension by embossing. Create an elegant invitation for your next shareholders meeting or a postcard with a raised company logo to really make your company gain the attention and exposure it deserves.

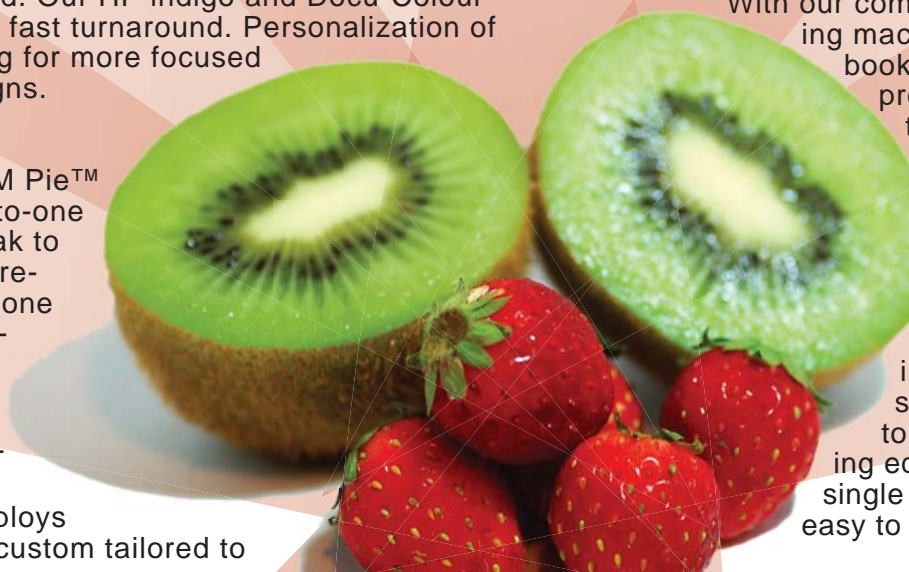
Bindery and Fulfillment

Our bindery services department handles everything from basic cutting, folding and laminating to more elaborate mail preparation and booklet-making services. Our full range of bindery services allows every job we produce to go out the door ready for distribution.


With our comprehensive understanding of various finishing machines -- folding, cutting, binding, laminating, booklet making, etc we can guarantee the your product will be finished and ready for you just the way you want it so that you can focus on getting the products to your customers fast.

Mailing Services

Need to send a thousand postcards to your database by tomorrow evening? Or perhaps you would like to insert a personalized flyer into the 100,000 pricing guides you are sending out next week? The UPC provides mailing services that get the finished project on its way to your targeted audience. Our automated inserting equipment can insert multiple documents into a single envelope making even complex jobs quick and easy to manage.



Products

Business Cards	Post Cards	Flyers / Brochures	Letterheads	Envelopes	Posters
Let us design and create your perfect business card with quality and quickness	Increase your sales with high quality full colour postcards targeted at your customers	Get the exposure your company deserves utilizing the capabilities of large flyer and brochure drops	Potray the professionalism of your business. Get the details of your business printing in full colour and quality	Do a lot of mailing? Get the address/informations of your business imprinted on envelopes and let your business stand out	Want your ad to be seen from far? Posters will do the job. Get your standard or custom size poster to enlarge your market presence
Catalogues	Labels	Banners	CD/DVD Duplication	Legal File & Copying	Media Kits
Create catalogues to easily showcase your products to your customers or set up mail-order catalogues to increase sales	Use custom labels to brand your products and increase your product recognition	Create catalogues to easily showcase your products to your customers or set up mail-order catalogues to increase sales	Enrich your marketing campaigns through multimedia applications and increase customer interactivity	Get accurate legal copies of all legal documents with a focus on maintaining client privacy	Set up multi-product (flyers, booklets, interactive cds etc.) media kits to add a new dimension to your marketing campaign
Laser Copies	Annual General Meeting (AGM)	Plaques			
Get fast and easy full colour laser copies with the highest quality for a very competitive price	Set up entire AGMs including documents such as Shareholder's letters, Proxy, Auditors Report, Financials etc.	Award elegant plaques in recognition of clients, employees or suppliers as a way of goodwill.			



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