

## OVERVIEW

RPR Graphics Inc. (RPR) is a complete pre-media company in the niche market of retail and consumer brands advertising. RPR's tradition has been to build our success on values such as responsiveness, integrity, and an old-fashioned work ethic. In today's industry of international print conglomerates with perpetual mergers, acquisitions and foreclosures, RPR's heritage of establishing long-term client relationships while remaining at the forefront of new technology, sets us apart from the competition through three generations and 50 years of service.

Our facility is uniquely equipped for the production complexities and high-capacity demands of our client base. Our clients reap the benefit of our R&D support while being sheltered from the up-front burden of "cutting edge" technology. RPR adds value through our ability to integrate new product/service offerings, improve quality, and help our clients integrate new technology painlessly, seamlessly and continuously.

## PROCESS IMPROVEMENT INITIATIVES

RPR constantly strives to improve our systems and processes to reduce production costs, which in turn drives down the cost of any printed or web based product. Most procurement teams will look to outsourcing options to keep a company focused on its core competencies and allow companies with domain expertise to manage specialty areas. RPR understands that this philosophy only provides a true value proposition if we take full ownership of outsourced process and all the areas of responsibility that comes with it.

## CLIENT RELATIONSHIPS

RPR strategically partners with our clients to provide the solutions they need to achieve their advertising and marketing goals. We enable our clients to keep working on their day-to-day tasks while we implement initiatives simultaneously and without interruption. The team at RPR Graphics are pre-media specialists that deliver service - professional, accountable, customized, top-notch service that allows our clients to consistently manage their production and improve their time-to-market.



## INDUSTRIES SERVED:

- Retail & Name Brands
- Fashion
- Pharmaceutical & BioTech
- Food Manufacturers & Distributors
- Home Goods and Furniture

# RPRGraphics<sup>INC.</sup>

LAURA J. RUOCCO, PRESIDENT AND CEO

## PRODUCT AND SERVICE OFFERINGS

Our workflow manages all phases of page layout, file preparation and file management for your media supply chain. RPR's digital asset management solution provides our clients with efficient control of their graphic media for advertising, publishing and corporate communications.

### Digital Asset Management Image Library Services

- File & Image Management
- 24/7 Web-Based Access
- Image Database Librarian, Archivist/Meta-Tagging
- Storage & Distribution
- Disaster Recovery

### Customer Service & Traffic

- Project Management
- Dedicated Customer Service Representatives
- 24/7 Coverage, Overnight Service, Pick-up & Delivery Services
- Workflow & Versioning Requirements

### Imaging & Photography

- High Resolution Scanning & Swap
- Image Manipulation & Retouching
- Image Processing & Conversion
- Product Shot Photography

### Pre-Media, Prepress & Page Building

- Preflight & Quality Assurance Procedures
- Premedia services: Impose, Trap, RIP, Composition, & Page Building
- Barcode Creation
- File Conversion
- Remote Soft Proofing
- Digital 4-Color Contract Proof
- Technical Support
- Troubleshooting

### Technical Support & Consulting Services

- Guidelines for Hardware Configurations
- Install & Build Production Work-Stations
- Research & Evaluation of New Technologies
- Backup Facilities for Production & Client Training
- Facilities Management
- Business Process Outsourcing



New Jersey Business & Industry Association

SIC: 2750, 7336, 2791

NAICS: 323122, 323115, 541430

**RPR**Graphics<sub>INC.</sub>