

*CJ Direct:*  
*ONE Process*  
*ONE Solution*

**Printing**

Booklets, brochures, posters, self-mailers  
Stationery, envelopes  
Annual reports, training manuals  
Package printing, set up cartons, custom die-cut mailers  
Pocket folders, information kits

**Packaging**

Dimensional mail, pop-ups  
POP displays, floor stands  
Consumer packaging, easels, shelf talkers  
Media packaging: including cds, videos and software

**Fulfillment**

Direct mail with integrated database marketing  
Sales Force support and Literature fulfillment programs  
Promotional and retail distribution  
Direct response vehicles: rebates, premiums, coupons

**PLUS... E-Fulfillment**

Web hosting with integrated e-fulfillment  
Email marketing and response programs



*The Total  
Marketing  
Solution*

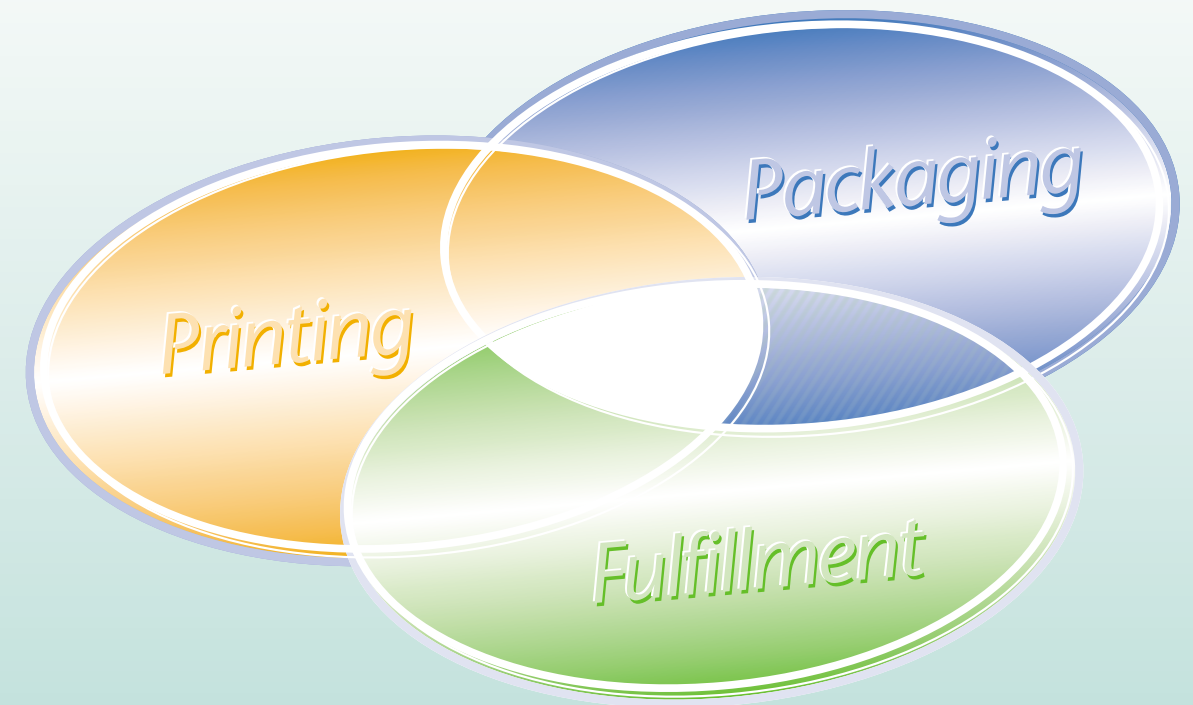
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*Integrated Direct Marketing Services*



*ONE Process*  
*ONE Solution*

# The CJ Direct Total Marketing Solution

CJ Direct delivers integrated printing, packaging and fulfillment services for the total marketing solution. One-on-one support, full accessibility and the simplicity of complete production management, our experienced account service teams deliver. With the latest technology and state-of-the-art equipment, CJ Direct provides superior quality, value added service at cost-effective pricing.

Advanced technology and experienced professionals deliver high quality print solutions with responsive and flexible project management to reduce cost, increase speed and ensure performance.

#### Pre-Press

Full digital pre-press and FTP site  
Digital color proofing  
On line content and component proofing  
Direct to Press

#### Press

Digital press – state-of-the-art variable information printing for high-impact, personalized communications in full color  
5 color Heidelberg, 28" x 40" with in line aqueous coater and dryer  
Four additional presses from one to six-colors  
Package printing on specialty substrates including textured and coated papers up to 40 point board for packaging and displays  
Small to Large volume runs with 2 shift full production

#### Post-Press

Full range of bindery equipment and complete finishing  
Saddle stitching, perfect binding  
Cutting, folding, scoring, laminating, litho mounting  
Tabbing, poly wrapping, ink-jetting

Printing

Creative, functional and cost-effective packaging solutions – from concept to completion.

#### Structure

Package engineers integrate structural integrity from the design stage through the production process to insure the highest quality of the finished product.

#### Design

Design team blends creativity and innovation to enhance graphics and function of the packaging concept.

#### 4D Solution

The CJ Direct 4D Solution provides interactive control over your package design process in 3D and in real time! Special web access delivers the virtual package with full graphics – marketing teams can now collaborate to speed the process from concept to finished package.

#### Hand Assembly

Experienced custom hand assembly for complex and intricate projects  
Excellent quality control, even under demanding time constraints

#### Automated Packaging

Fully automated bindery and gluing operation  
Large volume capacity shrink wrapping  
Wide packaging capabilities, from setup boxes to corrugated displays

Packaging

CJ Direct

One Process  
One Solution

Fulfillment

#### Database Services

Database management for project development and implementation  
Intelligent database marketing services for personalization programs

#### Customer Service Response

Customer relationship management operations support inbound and outbound services  
Live, web and automated Customer Service Center options

#### Mailing

Automated equipment and hand insertion services to support high volume and intricate personalized mail programs with flexibility and accuracy.  
Mail automation software, ink-jetting, bar-coding, presorting

#### Fulfillment

Integrated fulfillment operations. Order processing, pick and pack.  
Warehousing and distribution

#### E-Fulfillment

Website hosting with integrated web based order fulfillment  
Web-based marketing programs  
Digital communications, email marketing

End-to-end fulfillment support services are comprehensive and vertically integrated for flexibility, quality and seamless execution. Expansive warehousing and storage facilities allow for wide-scale order processing, shipping and distribution.

## CJ Direct: Impact on your ROI

We design measurement tools and define performance guidelines at the outset of each campaign, and then continuously measure results with real-time ROI analysis and reporting.

The Total Marketing Solution

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