

WILLOW PRINTING GROUP: BEYOND PRINT

From our state-of-the-art facility just north of Toronto, we at Willow Printing Group have been proudly providing communications excellence for half a century.

We have grown from a storefront printshop, to a multi-shift pre-press, press room and finishing operation. From a 1,200 square foot facility employing three, to a modern 22,000 square foot building with over 30 print professionals to service your needs.

Ink on paper has been our livelihood and passion for fifty years, but we've always kept a close eye on our clients' needs and developed our services accordingly. We proudly offer a full range of business solutions to take you Beyond Print.

WHAT CAN WE DO FOR YOU?

Committed to innovation in both client service and technology, we offer a full spectrum of communication solutions. We have the technical expertise, business acumen and creative muscle to deliver results at every step in the process. Leave it to us to manage the following:

Strategic and Creative

- Communications design
- Copywriting
- Strategic consulting

e-Solutions

- Online procurement services
- Website development

Pre-Press and Press

- Complete digital workflow and traditional pre-press services
- Computer-to-plate technology
- Colour scanning and image/colour correction
- Electronic assembly
- Digital proofing
- Digital print solutions for short-run and variable data requirements

Post-Press

- Finishing (bindery)
- Inventory management programs
- Distribution
- Fulfillment

solutions

THE WILLOW WAY

Our vision has always been to innovate in the graphic communications industry, and lead the way with superior—genuinely different!—customer service. We consistently achieve our vision because:

We get to know you, our clients, and your business needs.

We ask questions. We try to understand not only your ultimate expectations but also the strategic purpose behind each project in order to fully customize solutions. YOUR objectives are far Beyond Print, so ours are too!

We insist on quality customer service. Consistently delivering on time, as promised, is something we take very seriously. We assign not one but two contacts to each project to ensure that you speak with somebody familiar every time you call. Our approach is to build a close, productive relationship with you and help preserve your valuable time and money.

We innovate, with exciting new products such as our E-Biz Card! It takes just seconds to create, proofread and order your electronic business card with our unique, easy process. Once ordered, you can check card status and trace orders – all online! Using digital technology, we can print your card on demand – from one card to thousands. Worlds Beyond Print, we think you'll agree.

We bring you new thinking in the form of PASS. PASS stands for Print Analyzer=Savings+Solutions. You'll want to find out more about this unique, expert service when you hear that the PASS program effectively analyzes your history of print needs and uses this information to streamline your current processes and predict optimum future solutions. Obsolescence is eliminated, and your communications objectives are met with leaner timeframes and budgets. With PASS, you can expect meaningful savings on your print processes and purchases. See for yourself how far Beyond Print we can take you.

We respect the fact that each client is different, with unique needs. We understand that projects and circumstances vary. As a result, we offer payment options and contract pricing for repeat programs with meaningful volumes. Whenever possible, we work to accommodate you because we don't just want to meet your expectations... we want to exceed them.

Yes - there are hundreds of companies putting ink on paper. But Willow Printing Group goes a step beyond by partnering with you to provide solutions tailored to real business needs.

Way, way Beyond Print!

innovation

OUR EXECUTIVES

Managed by father-son team Lew and Jeff Ekstein and Linda Whitehead, Senior Vice President, Willow Printing Group offers clients the know-how and attention to detail of a family-run organization, with the speed and resources of a leading-edge communications provider.

We pride ourselves on our attention to detail and the premium quality of our work. We strive to lead through innovation, particularly surrounding current information, printing and related technologies. We recruit only top-notch professionals who share our commitment to client relationships.

We went Beyond Print because we knew that our value-added services set us apart from the crowd. Partner with us today for strategic and communications excellence in the future..



Jeff Ekstein
President & CEO

Lew Ekstein
Chairman

Linda Whitehead
Senior Vice President

accountability

WHAT OUR CUSTOMERS SAY ...

"I have been impressed by Willow's constant look at improving customer service and introducing innovative ideas to save our organization money. Only Willow meets all of our requirements, from excellence in customer service to product quality and a complete knowledge of innovative printing technologies."

Nancy Simpson, Manager, External Communications, Aventis Pasteur

"Trusting Willow with the production details of this (very difficult) project was absolutely the right decision. Your account people went beyond the call of duty to ensure the job was done right from a quality perspective."

Olana Hastings, Marketing Manager, Manitoulin Transport

"Recently, your detail-oriented team caught some serious text errors prior to printing a job. Had these errors gone unnoticed, serious delays would have occurred in shipping the product to an overseas customer. Willow has always come through for us."

Kay Linton, Senior Buyer, Novopharm

"Time and time again the entire Willow Printing Group has stepped up and met our challenges. We are yet to be disappointed in the service we have received and are always impressed when your team comes to the table for us on sometimes rather short notice. The quality of your work stands head and shoulders above your competitors and we very much look forward to continuing our working relationship. Keep up the great work!"

Todd M. Faver, Vice President, Park'N Fly Canada

"On behalf of Global, I would like to extend our appreciation of the effort and creativity that Willow applied to the cost-savings exercise. The audit you performed on a portion of our printed materials, and your subsequent recommendations resulted in significant savings. I am certain that your many years' experience was instrumental to your ability to make practical, realistic suggestions that we could actually implement."

Ed Kajdasz, Purchasing Manager, The Global Group

WILLOW PRINTING GROUP LTD.



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