



Print Solution
Centre

global print
management

COMPANY DNA



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A person is walking away from the camera on a modern, blue-tinted architectural walkway. The walkway has a polished floor and is flanked by railings. In the background, there are modern buildings and a clear sky. On the left side of the image, there is a large, stylized green arrow graphic pointing upwards and to the right. The text "OUR MISSION" is overlaid in the center of the image in a bold, white, sans-serif font.

OUR MISSION

MISSION

Why was this company established and what is its main meaning ?

To bring customer-centric and innovative approach to the printing & promotional products industry.

Combine global and local benefits of cooperation with business partners.

Globally develop the PRINT MANAGEMENT segment.

To create conditions for successful development:

- a) Its customers
- b) Its suppliers
- c) Its coworkers or employees





Customer development

With inspirations, tailored solutions and providing of a comprehensive range of print & promotional products to make assumptions for more efficient and easier achievement of customer's goals and their overall profit.



Supplier development

To build long-term partnerships with suppliers through our trustworthiness and credibility to enable to them to fully focus on the production development.

To help our suppliers to improve their own processes through our feedback and open communication with them.



Coworkers development

Perceive, enable and support the personal and professional development of our coworkers for their success and the quality of their private and working life.



**OUR
PHILOSOPHY**

Company philosophy

What are the priorities in the management system and how does cooperation with clients work ?

In the management system in addition to applying effective internal processes, it is of priority importance to enable and give freedom to people at work while maintaining their full personal responsibility. Freedom and responsibility are mutual and inseparable.

In the system of working with clients it is always important to get to know their primary needs and the purpose of the products at the beginning. Equally important emphasis should be given to the client´s feedback on our services.



Cooperation system with clients

Sequence of steps





**OUR
VALUES**

Company values

Basic fixed points in achieving goals

- 1.) fair-play business
- 2.) four value approaches resulting from internal motivation



Value approaches of company – a little more about them

What are they based on?

From an important priority in company management, which is the personal freedom and personal responsibility of each coworker & employees..

What is their basis?

So that the coworkers & employees perform work as much as possible **from their own internal motivation.**

What makes them special?

Value approaches are interconnected and should be in mutual balance as much as possible.

What is characteristic of individual value approaches?

Proactivity – any activities made without necessary command or instruction from other person

Innovativeness – any activities and decisions not implemented in the past

Understanding (unconditional gratitude) – finding of understanding from own or the team´s mistake or from other unpleasant incidents (thanks for new lessons for further activities or decisions)

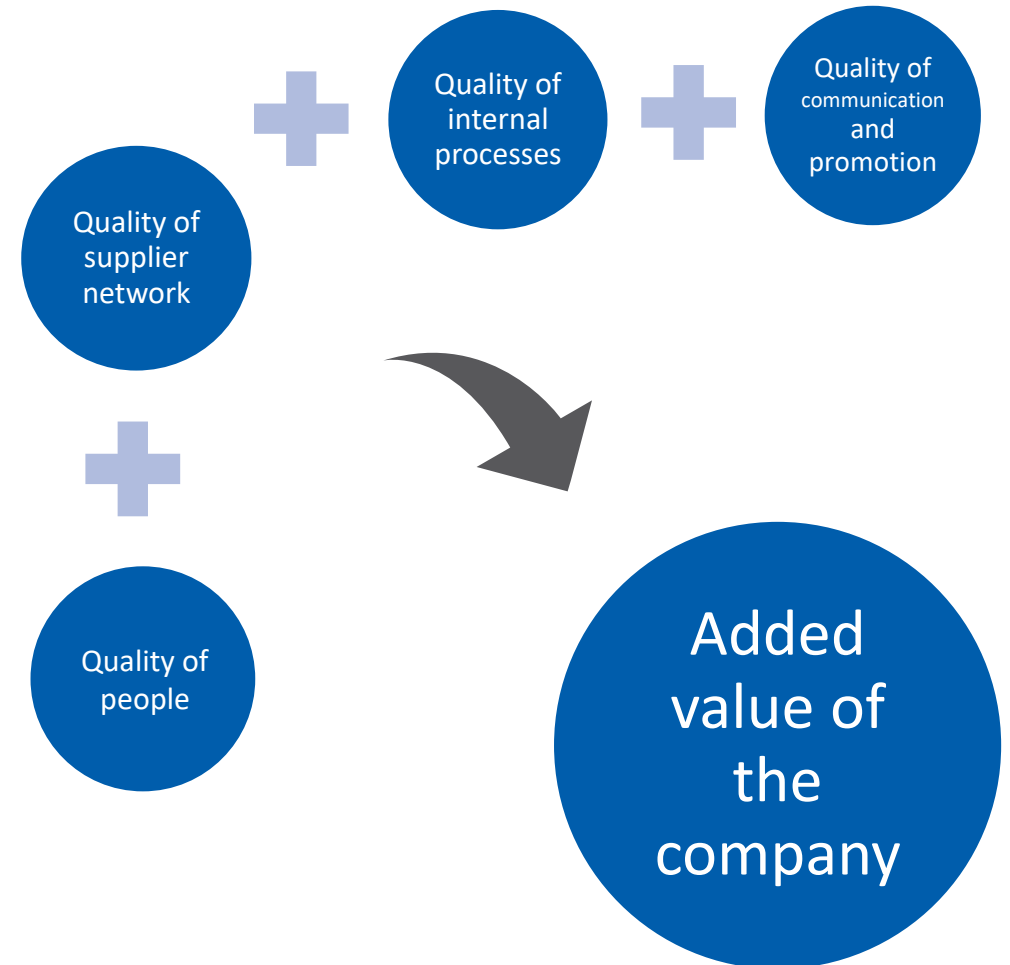
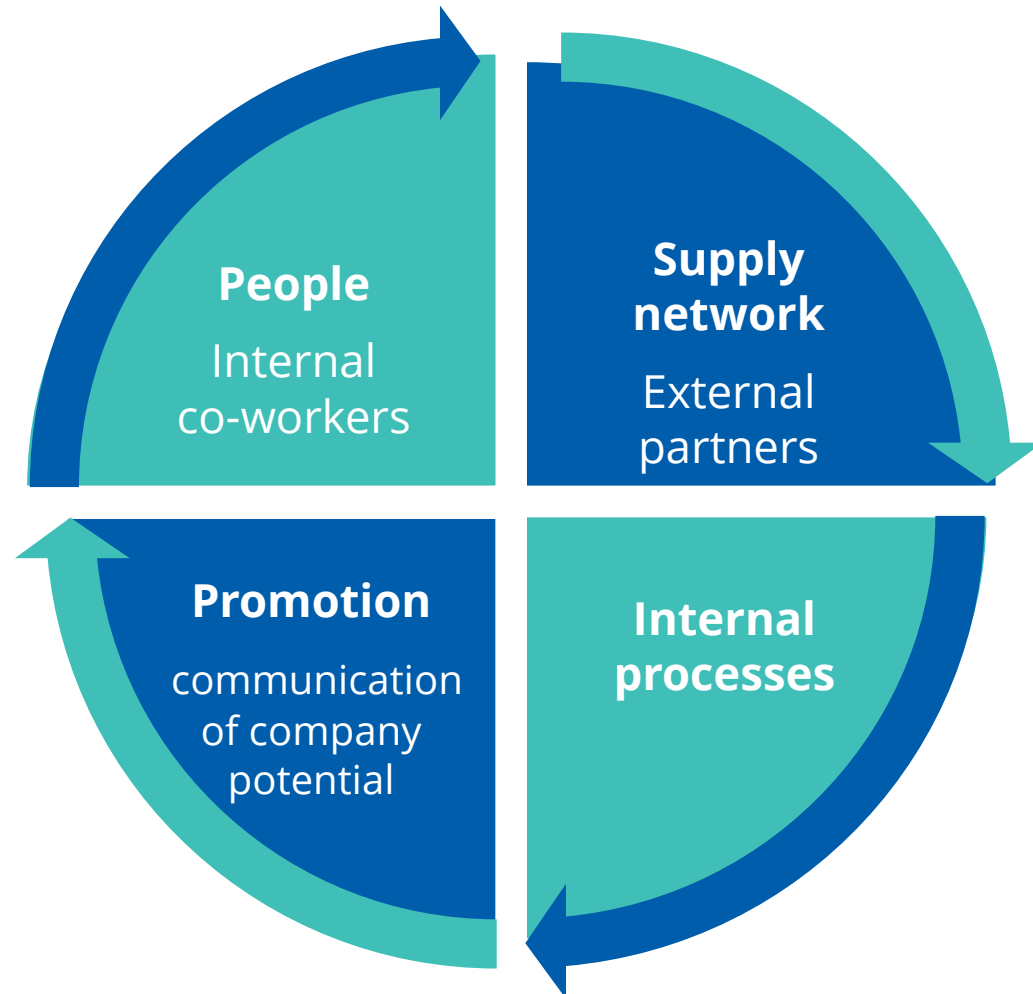
Win-win-win – any activities and decisions based on the principal of balance between own needs and needs of others – directly affected (company, customers, suppliers, society...)



OUR PRIORITIES

Top business priorities

What areas are very important?



5

OUR VISION



Vision/strategic goals of the company

Where are our steps leading ?

A succesful and innovative global company in the field of print & promotional products.

To build a functional network of effective and high quality supplier partners in the operating areas around the world.

To build sales partner network within North America & Europe.



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OUR

PRODUCTS

Products/target groups

What are our product categories?

- ✓ Print products
- ✓ Promotional products

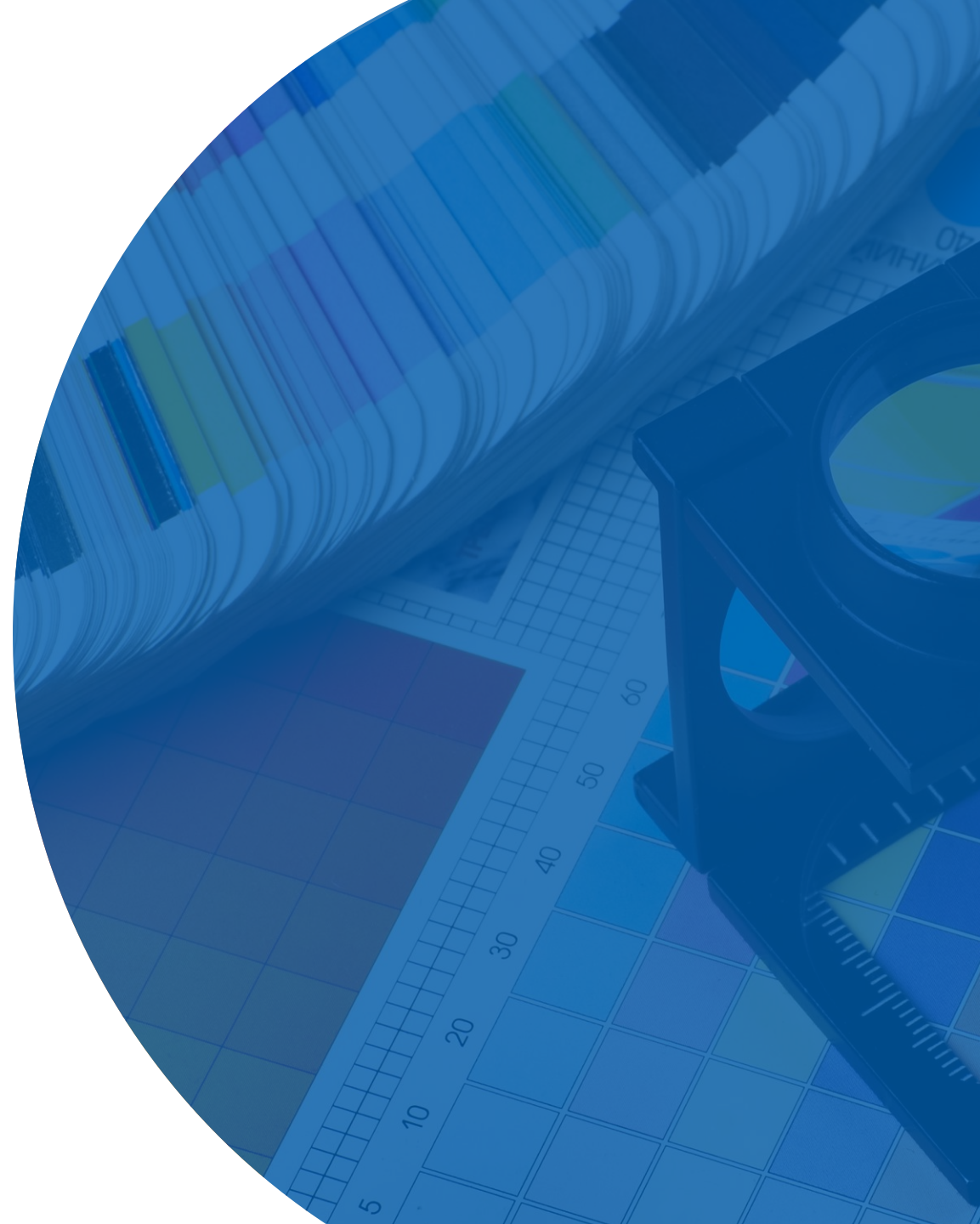
What are our major target groups?

AREAS

- ✓ North America
- ✓ Europe

SECTORS

- ✓ Publishing houses, selfpublishers
- ✓ E-commerce & manufacturing companies
- ✓ Retail companies
- ✓ Advertising agencies, printing houses...



Specialized product lines

For final
customers (B2B)

**PRINT4
PUBLISHERS**

**CORPORATE
PRINT**

**PACK
& LABEL**

For resellers (B2B)

**PARTNER
PRINT**



**Print Solution
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Variants of custom solutions

