



# CAPABILITIES STATEMENT

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## COMPANY OVERVIEW

Founded in 1946, McClung Companies has thrived in the commercial printing industry for more than 75 years. We are an innovative marketing services company that provides exceptional value to our clients by combining our expertise in multiple print services to a variety of industries.

### INDUSTRIES

- Manufacturing
- Education & Fundraising
- Healthcare
- Retail
- Senior Living
- Communications
- Pharmaceutical
- Tourism

“Diversification is the key to survival, and we are proof of that.” -Adam Monk, President

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## OUR PROMISE

We promise to advance our clients brands by delivering comprehensive printing, marketing, and digital services. We pledge to continue our heritage of innovation, personal service, and exceeding partner expectations at every touch-point.

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## CORE COMPETENCIES

McClung Companies specializes in creating timely solutions to meet the demands of critical projects and aggressive deadlines. Our services range from short run to large volume high speed production. To remain an industry leader, we have invested \$1,600,000 over the last 36 months in new cutting, bindery, and press equipment. Upgrading our production equipment to the latest high speed, maximum efficiency, automated equipment. Allowing McClung Companies to accommodate the growth of our current client base, while on-boarding new clients, without sacrificing quality or turn time. We have an additional \$350,000 investment scheduled for installation over Q2 and Q3 of 2022. This investment will allow an additional upgrade to our web press equipment, and to upgrade our material handling equipment at our production plant, as well as at our off site material storage facility. These upgrades will allow further cost reduction in materials and increased efficiencies and speed, to our manufacturing, pharma, and direct mail clients. From information package inserts and IFU's to direct mail and bound publications, our state-of-the-art offset, digital, and bindery technology provide clients with high quantity, long run solutions for a variety of industries. We have expanded our print capabilities to encompass a full range of offset sheet-fed printing, web offset printing, and digital printing. Our bindery services can take on the most challenging projects, to include the most challenging pharmaceutical folds, and consistently produce the highest quantity runs. Our fulfillment and inventory management service allows our clients to focus on managing their materials to maximize cost and efficiency.

## SERVICES

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### DESIGN

When you need creative assistance, McClung can provide you with expertise that will enhance your message and reinforce your brand. The best marketing campaigns represent your identity across all platforms and media. Our team of designers will listen to you and produce a fully customized, branded product.

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### PRINTING

- Folded and mini fold inserts economically provide multi-language instructions for use (IFU), compliance, precaution, and warning information, product specifications, assembly graphics, ingredients, and a host of other data that is necessary for manufacturers to communicate directly to their customers. Folded inserts are an integral part of the manufacturing process and can be found in all sorts of products - from pharmaceuticals to furniture.

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- Digital printing services allow companies to print only what is needed, when it is needed, and customize each printed piece to personalize communications. A digital repository and just-in-time printing allow customers to reduce waste and inventory needs.
- Offset print solutions combined with state-of-the-art technology to achieve the desired results. The Heidelberg Offset Press allows for consistent throughput, collectively working with prepress technology to ensure premium color matching. In addition, the press prints up to five colors with an inline aqueous coater. McClung is an accomplished G7 Certified Printer achieving quality color control which meets the highest industry standard.
- Wide format printing is a great, cost-effective way to gain visibility. Colorful signage, posters and banners boldly promote your message in a way that interests people. We offer a variety of substrate material such as vinyl, foam core, aluminum, plastic, adhesive, magnetic, and fabric.

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## MAILING

With constantly changing mailing regulations, we will ensure that your project is reviewed before printing to keep it compliant with all postal requirements. In combining this with list cleansing, CASS certification, and barcode technology, you can rest assured your mailings will reach your customers on time. McClung's mailing center offers the following.

- Variable Data Printing for Personalized Direct Mail - VDP combines customer data, graphics, and state-of-the-art printing options to make your message to provide a personalization and relevant to your audience.
- Postal Discounts – Maximize discounts through knowledgeable design, size, etc.
- Response Rate – Can be easily measured and boosted by coordinating with other digital touches.
- Demographic Targeting – Find the best audience.
- Create Unique Offer – Use of unique promo codes or QR codes to drive responses and allow measurable results.
- Mail tracking through BCC Mail Manager Track n Trace. We are able to track the mail from the first drop to the final delivery.
- Co-mingle EDDM and Saturation mailing to get the maximum discount while mailing to selected mailing areas.
- The ability to print full color and full bleed on a variety of envelope shapes and sizes.

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## LOGISTICS

- “Digital Storefronts” or “Web-2-Print Solutions,” Asset Management Systems are the most innovative and sophisticated solution for reducing printing and handling costs while improving workflow, increasing flexibility, maintaining brand standards, and eliminating obsolescence waste.
- Fulfillment and Warehousing facility offer quick response times for getting your products picked, packed and shipped. Customers can review and order products through our Storefront solutions as well as control annual print costs.

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## PROMOTIONAL

Custom promotional products create a professional image for employee reward programs and customer marketing. McClung Companies provides high-quality, custom promotional items to make an impact at any budget level. Our superior customer service ensures that you receive the best quality products on time.

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NAICS CODE	SIC CODES	CAGE CODE	DUNS NUMBER	EIN
323111 Commercial Printing	2752 Commercial Printing Lithographic	6G6E8	003118940	54-1291008



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Waynesboro, Virginia 22980  
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■ Print ■ Design ■ Mail ■ Digital Marketing ■ Asset Management Systems ■ Promotional & Apparel

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**McClung Companies**

An Employee Owned Company



## SERVICES AND EQUIPMENT LIST

### Design & Prepress

- Graphic Design
- Adobe Creative Suite Class Training
- Technical Support/Training
- Web approval proofing and file uploads
- Epson 9000 Digital Color Proofer
- Canon iPF 800S Impo Digital Blueline Proofer
- Secure Cloud backup

### Digital Printing

- Ricoh 9100 – full color with variable data capabilities
- Ricoh 9110 – full color with variable data capabilities
- Color Max 8C Envelope Printer

### Offset Printing

- Heidelberg Speedmaster CD 74 – five-color 23" x 29" with coater & AxisControl
- Heidelberg Speedmaster SM 74 – five-color 20" x 28" with perfecting capability
- Heidelberg Speedmaster SM 74 – two-color 20" x 28" with perfecting capability
- Didde VIP roll fold web press – four unit with 25" cut off
- Halm JetPress 2C

### Mailing

- NCOA, CASS and BCC Mail Manager
- Database and mail list management
- Direct response marketing
- Flowmaster with 6 pocket inserter, ink-jet addressing, blind match camera and sealer
- VideoJet ink-jet addressing and tabbing machine
- Mailcrafters six-pocket inserter

### Bindery

- Polar 45" computer-controlled fully-automated cutters with joggers, lifts and trasomats
- MBO continuous-feed folders
- Stahl TH82 automated continuous feed folder with palamides
- Stahl TH82 automated pallet fed folder
- Stahl Ti36 pile fed folder
- Vijuk FA45 pile fed folder w/MV-X10 single knife attachment
- Vijuk FA74 continuous folder with MV-X10 (outsert style) parallel knife
- Horizon Stichliner Mark III saddle-stitcher
- Muller Martini AmigoPlus perfect binder with Stahl three-knife trimmer
- MS Xmelt glue dot applicator
- GBC, Wire-O and plastic coil spiral binding
- Beseler shrink-wrapping devices

### Digital Bindery

- Horizon Paper Cutter APC-610
- Horizon Crease and Folder CRF-362

### Distribution

- Web-based fulfillment
- Bulk and end-user client services
- Warehousing – complete inventory management

### Apparel and Promotional Products

### Wide Format and Signage

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