

THE SMARTEST PRINT PRODUCTS EVER CREATED

# PRINTFLIX

PRINT PLUS

MAKE YOUR PRINT SING AND DANCE



## INTRODUCING PRINT PLUS

ONE DESIGN, THREE UNIQUE PRODUCTS

We are PrintFlix

Creators of Print Plus Products  
Print can do more

**PRINTFLIX**  
PRINT PLUS  
866-995-9810  
sales@printflix.net

JACK HENRY BANKING PHARMACEUTICALS BLOOM ENERGY

BANKING

PHARMACEUTICALS

TECHNOLOGY



Jack Henry Banking  
6x9 Video Book with pages  
with 4.3" LCD



Eli Lilly  
6x9 Video Brochure  
with 5.0" LCD

\*patent pending



Bloom Energy  
8x11 Video Book  
with 7.0" LCD

# PRODUCTION

03

# ON DEMAND

## DIGITAL PRINTER VIDEO IN PRINT

SINCE

# 2009

PrintFlix has been providing digital printing and finishing services since 2009. During that same year we introduced the Digital Wedding Album, the video brochure and the video greeting card.

PrintFlix Print Plus Products are assembled in the USA by a team of Print and Video craftsmen

## TEAM

Marc Finkel  
Stephanie Finkel  
Redmond Lagman  
John McDonald  
Connie Ramirez

## SPEED

PrintFlix Print Plus Products are made on-demand in our U.S. factory located in Las Vegas, Nevada. On-demand manufacturing ensures faster turn-times, higher quality, greater variety and exceptional customer service.

## FLEXIBILITY

You have the flexibility of ordering smaller runs while targeting each piece from a specific market or individual. Another benefit is that PrintFlix can easily accommodate custom features such as additional video buttons, larger screens, web keys and a multitude of print options without having to "reinvent the wheel."

## CREATIVITY

We can assist your next project with our in-house team of artists and technicians



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# TEAM

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04



## MEET OUR TEAM

### MARC FINKEL



*Job Position:* Engineering, Sales

*At PrintFlix since:* 2009

*Skillset:* Product Design, Electronics, Sales

### STEPHANIE FINKEL



*Job Position:* Production & Finance

*At PrintFlix since:* 2009

*Skillset:* Print Production and Finishing,  
Accounting and Administration

### JOHN MCDONALD



*Job Position:* Sales & Marketing

*At PrintFlix since:* 2011

*Skillset:* Sales, Print, Web Marketing

### REDMOND LAGMAN



*Job Position:* Graphic Design

*At PrintFlix since:* 2011

*Skillset:* Design, Print, Web

### CONNIE RAMIREZ



*Job Position:* Production

*At PrintFlix since:* 2010

*Skillset:* Product Assembly, Bindery

### GOR GEVORKYAN



*Job Position:* Creative Design, Photography & Video

*At PrintFlix since:* 2011

*Skillset:* Video Compression,  
Video Editing, Firmware



# VALUES

05

## PRINTFLIX VALUES

*The operating principles that guide internal conduct as well as relations with customers*

1

### BE HONEST

No one likes to receive bad news but a little honesty up-front can avoid a lot of heartache later

2

### RESPECT DEADLINES

We place a premium on time management with the goal of ensuring each project is delivered on time

3

### COMMUNICATE

Every employee, every customer and every strategic partner must always know where things stand, "Never assume, always communicate!"

4

### QUALITY COUNTS

Don't cut corners, take pride in your craft and the success that comes from providing the finest products in their class

5

### GO THE EXTRA MILE

Always put the needs of the customer ahead of your own. Sometimes that means "burning the midnight oil"

6

### THE DEVIL IS IN THE DETAILS

Whether it's nailing a specific PMS color, or a muddy soundtrack; fix it and make it right

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# PRINTFLIX

06



## OUR CAPABILITIES

*PrintFlix produces a variety of Print Plus products. Design Templates and dielines are available to help customers develop exceptional products on time and on budget. PrintFlix is a full service printer, book bindery, video production facility and industrial designer. Whatever you can imagine, there's a pretty good chance we can make it.*



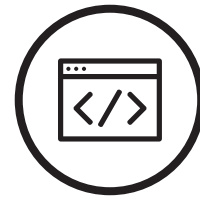
### DESIGN

Product design is where each project begins. Whether your looking for something simple or completely custom, our design team can help you create the right impression.



### PRINT PLUS PRODUCTION

It takes a multi-disciplined team of production people to craft a Print Plus product. We're there at every touch point to make sure your project is delivered with the highest print, sound and video quality.



### CUSTOM ENGINEERING

When you choose PrintFlix as your Print Plus provider, you can tap into our engineering resources to add volume control, additional buttons, fast forward, reverse play and much more.

# PRINTFLIX

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## CASE STUDY



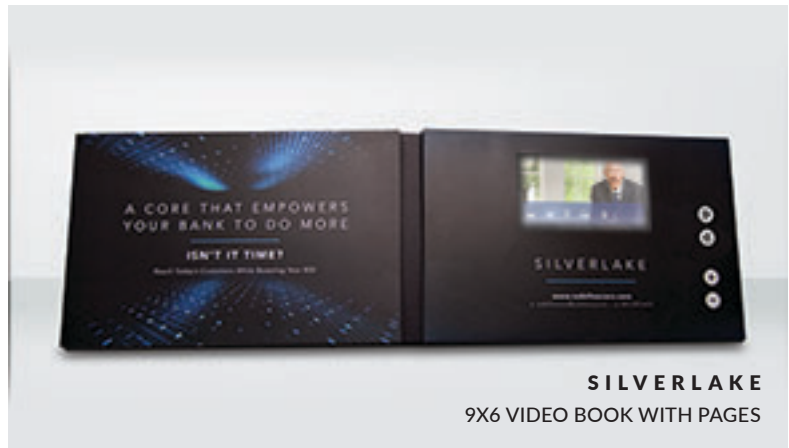
*Jack Henry and Associates was founded in 1976 to provide banks with secure banking software. More than three decades later, Jack Henry is a leading provider of the integrated technology platforms banks need to process financial transactions, automate business processes, and manage mission-critical customer and business information.*

### SILVERLAKE

#### LANDSCAPE VIDEOBOOK

The Silverlake video book campaign was delivered to nearly one thousand small and mid-sized banks throughout the United States.

The project was designed in-house from a PrintFlix supplied template and has generated a great deal of enthusiasm for Jack Henry's latest technology platform, Silverlake.



**SILVERLAKE**  
9X6 VIDEO BOOK WITH PAGES



#### PRINT

The Silverlake video book features a silver foil logo over a matte laminate cover and a custom matching box.



#### VIDEO

End-users can play, pause, fast forward 2x speed or reverse at 2x speed.



[WWW.JACKHENRYBANKING.COM](http://WWW.JACKHENRYBANKING.COM)

#### PROJECT DEFINITION

"The Silverlake video book campaign was sent out to our most valued customers and prospects. The results have been phenomenal"

**A. Moore**





To Whom It May Concern:

Caesars Entertainment's National Meetings & Events marketing team, led by marketing director Reina Herschdorfer, has been working with Marc Finkel at Printflix since 2014. Our team was looking for a new, high tech product that our competitors didn't have, that would capture the attention of our high end clients. Printflix's video cards have been a huge success for our team. Our Clients are stunned by the robust branding, number of videos, ease of use and portability.

Due to the print on-demand abilities Printflix possesses, our sales team is able to customize the video cards by printing their individual contact information on the back which allows them to double as business cards. Our marketing team has set up a make-shift video room where we can shoot our own videos and edit them as needed, then load the videos onto the video cards quickly. Our Senior Vice President, Michael Massari, personalizes the cards with a video for top executives when they stay at our properties. The ability to quickly and easily send personalized video messages in such a unique format sets us apart from our competitors.

Mark Finkel worked with us in June 2014 to set up a contract for the services they provide. In addition to individual video card orders, Printflix has fulfilled large orders for amenities that we used for our Client Familiarization Events and for tradeshow like IMEX America, where we bring hundreds of our top clientele together to show off our meeting capabilities. Over the last year and a half, Printflix has filled orders for thousands of video cards and meet our tight timelines. Mark Finkel has provided personalized support and creative solutions, helping us identify better ways to film our videos for a higher quality result, making recommendations for new designs to impress our clients (like video holiday cards), and answering numerous questions throughout each project.

We can confidently recommend Printflix to other department within the company. Video is the hot new product in marketing, and working with Mark Finkel has made it possible for our team to be on the cutting edge. I have been the direct contact for Mark Finkel throughout the process, and I am happy to answer any questions you may have.

Heather Sobczak  
[hsobczak@caesars.com](mailto:hsobczak@caesars.com)  
702-967-4008  
Marketing Specialist  
National Meetings & Events Marketing Team

In the \$280 billion meetings industry, we annually host 15,700 face-to-face meetings with 1.8 million attendees. With 40 properties in 20 destinations across the country, Caesars has you covered from coast to coast.

*Caesars Entertainment is the proud host of  
MPI World Education Congress 2016 at  
Harrah's Atlantic City Waterfront Conference Center.*



Find out what Caesars can do for your business at  
[CaesarsMeansBusiness.com](http://CaesarsMeansBusiness.com)





## CASE STUDY

*In 2014, Caesars National Meetings and Events launched a new campaign entitled, "The Answer," aimed at the Meeting and Event Planning industry. They hired commercial director Matt Hodgson from LA to create an animated film that showcased Caesar's new state of the art meeting facility in Atlantic City, NJ. To deliver this unique one-of-a-kind video presentation, Caesars chose PrintFlix's Mini Video Catalogue to maximize the buzz.*

### CLIENT

Caesars Entertainment  
National Meeting & Events

### PROJECT

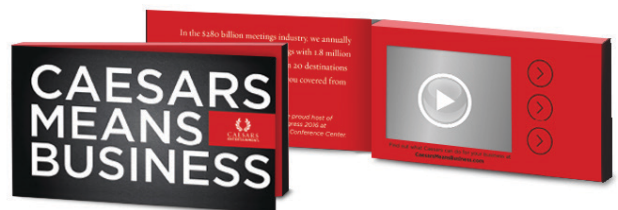
Print Plus Marketing Campaign  
-To generate sales leads for company meetings held at Caesars properties



**HEATHER SOBCZAK**  
Marketing Specialist  
Caesars Entertainment

"Over the past three years, PrintFlix has filled orders for thousands of video cards and met our tight timelines. Marc Finkel has provided personalized support and creative solutions, helping us identify better ways to film our videos for a higher quality result, making recommendations for new designs to impress our clients and answering questions throughout the project."

### 3 BUTTON VIDEO BUSINESS CARD



- Plays 4 independent videos
- Fits in the palm of your hand
- High quality sound
- USB port for updating content and charging battery

### MEDIA

VIDEO  
BUSINESS  
CARD

### DATE

2014

24 Month Campaign

### CLIENT



# CASE STUDY

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## CASE STUDY

**CLIENT**  
Under Armour

**PROJECT**  
Print Plus package design

**MEDIA**  
VIDEO  
PACKAGING

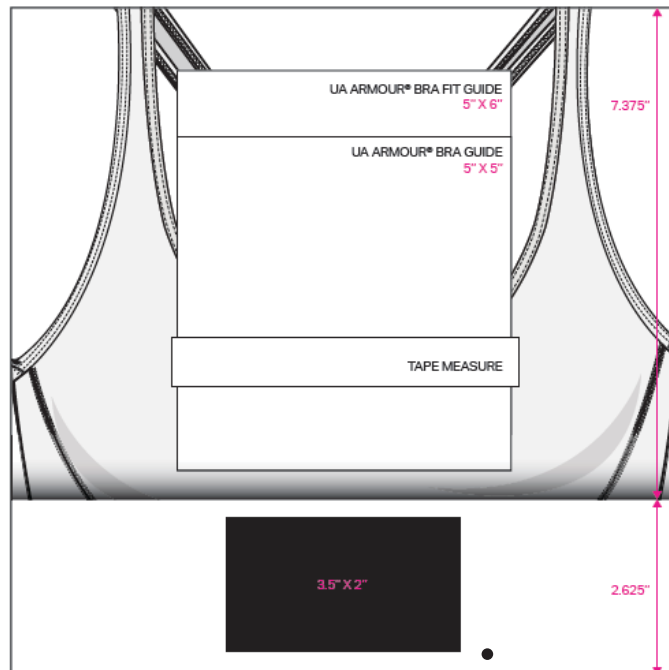
**DATE**  
2016

**CLIENT**  
  
UNDER ARMOUR.

*Starting in a basement in Washington D.C. back in 1996, Under Armour has grown to become the largest and best known brand for athletic performance apparel. With retail operations throughout the US and around the world, Under Armour is famous for its innovation and leading edge technology.*

*They needed a packaging concept that would reflect the advanced design and multiple attributes of their new UA Crossback Bra. PrintFlix Print Plus supplied a self-contained video player designed to integrate into a custom product box. The video player had a small light sensor that acted like an on-off switch enabling the video to play automatically when the product box is opened.*

### FROM CONCEPT







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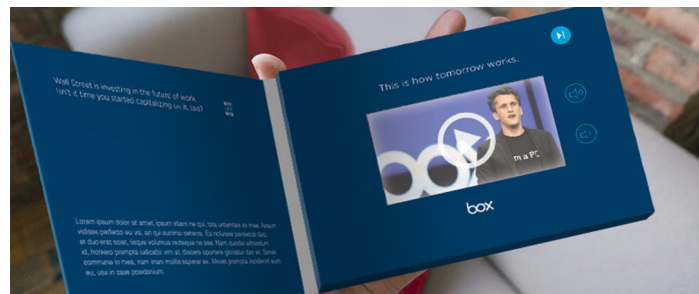
# PROJECT SPECIFICATIONS

0 1 2



## CREATING A NEW PROJECT

*To maximize the benefits of PrintFlix's Print Plus Products, be sure to develop a strategy for targeting specific, strategically important customers and prospects*



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### OBJECTIVES

Managing a project calls for clear objectives. Are you trying to secure more qualified leads, create awareness, educate or train? Take some time to evaluate your audience before initiating a Print Plus campaign.

### GOALS

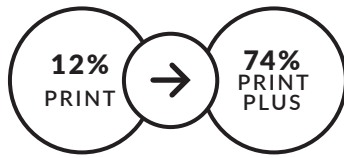
Establish metrics in-advance to determine the success of your campaign. For example, will a 10% response generate a sufficient return on investment to justify the time and money spent on the campaign?

### DELIVERABLES

Executing on your goals means delivering content that resonates with your audience. Personalized print, audio and video content is a powerful tool to win the loyalty of customers and prospects.

# THE PRINT PLUS EXPERIENCE

0 1 3



## STATIC VS ACTIVE MEDIA

In an independent study, 90% of customers receiving a PrintFlix Print Plus product shared it with others compared to 12% of those receiving print collateral only.



## MEDIA

Whichever stage of the customer relationship you are targeting, audio clips and videos can help. The objectives of educating, entertaining, inspiring or simply creating awareness can all be achieved through sound and videos. Customers rely on multimedia today to gain insight and product knowledge.



*“Everybody experiences far more than he understands. Yet it is experience, rather than understanding, that influences behavior”*

**-Marshall McLuhan**

## PERSONALIZATION

### MARKET INSIGHT

A small list that wants exactly what you're offering is better than a bigger list that isn't committed.



## ENGAGEMENT

Printed text and graphics have been used for many years to drive sales and create awareness for brands. Now you can add sound and video to print to stimulate even greater interest. Higher measures of engagement leads to greater recall. You can personalize your print design with a custom voice or video message.



## PROJECT OBJECTIVES

Managing a project calls for clear objectives. After all, a project's outcomes may be about promoting the products or services you develop or the results of using these products and services. The more clearly you define your project's objectives, the more likely you are to achieve them. Some of the project objectives for your next Print Plus campaign might be:



### AWARENESS

**PRINT:** Logos and images reinforce brand  
**PRINT PLUS:** Sound and motion pictures tell a story



### EDUCATION

**PRINT:** Delivers hard data such as facts and figures  
**PRINT PLUS:** Communicates ideas and complex information



### LEADS

**PRINT:** Great for delivering personalized messages  
**PRINT PLUS:** Delivers "call to action" messages better than any other medium



## BE MEMORABLE

*Simply getting people to remember the name of your brand and what it stands for is becoming harder in the age of multimedia overload*



[WWW.PRINTFLIX.NET](http://WWW.PRINTFLIX.NET)



# PORTFOLIO

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## PAST PROJECTS



Eli Lilly Basaglar Video Brochure



Retail Video Book for Museums



Print Trifold Portfolio Flyer



Video Flyer Insert



Video Book



Books and Proposals



Cox Communications Audio Flyer



Video Flyers



Audio in Print Product Introduction Card with audio

### PATENTS

**2016**  
**MULTI-PANEL**  
video brochure

**2014**  
**OPTICAL SENSOR**  
video book

### EXPERIENCE SOME STYLE

PrintFlix has produced more than 300 independent Print Plus projects serving many different industries.

**PROJECT  
START**

**DESIGN**

Dieline is sent to client or our team gathers assets from client for making a design. Customer can start with print and add sound and video later.

**MEDIA**

Determine video or audio play length and order if more than one sound or video file is employed.

**3-5  
DAYS**

**1  
DAY**

**SOFT PROOF**

A pdf soft proof is emailed to the client. In some cases, a mock-up design is created as well.

**SAMPLE PROOF**

A finished hard proof is created on orders of 50 or more. Client reviews proof for any changes.

**1  
DAY**

**3-5  
DAYS**

**PRESS**

Print run of sheets used to make product. Sheets are then laminated with a matte or glossy finish.

**ASSEMBLY**

Assemble sheets into a finished product. PrintFlix diecuts, folds and glues components of each product before assembly. A thorough quality check is done for each component prior to final assembly.

**3  
DAYS**

**5-7  
DAYS**

**PRINT PLUS  
MEDIA PRODUCTION  
& QUALITY CONTROL**

Final check for operability, content playback, battery charge, sound quality and display brightness. If project is print only, we proof each page for color, registration and construction integrity.

**SHIPPING & HANDLING**

PrintFlix can provide extra services when customers are adding supplementary products. The added benefit is that we insure all products arrive to their final destination with a complete charge.

**2-3  
DAYS**

**3  
DAYS**



# PRINTFLIX

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## CATEGORIES & MINIMUMS

*Print Plus products range from inexpensive print marketing products to custom, one-of-a-kind specialty items. Prices are determined by product type and quantity ordered.*



100

1

POSTCARDS

Printed portrait and landscape postcards. Add sound and video to any postcard.

2

FLYERS

Single page, bi-fold, tri-fold flyers, posters and page inserts. Add sound or video to any flyer.

100



100

3

GREETING CARDS

Greeting cards, invitations, direct mail and trade show handouts. Add sound or video to any greeting card.





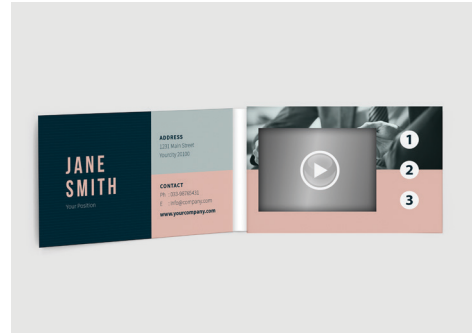
# PRINTFLIX

0 1 7

## 4 BUSINESS CARDS

Premium one and two sided, flat and folder business cards.  
Add sound and video to any business card.

250



250

## 5 BROCHURES

Sales presentations, annual reports, business plans, magazine, catalogues and event programs. Add sound and video to any brochure.



50

## 6 BOOKS

Premium casebound books with laminated or fabric covers.  
Great for souvenirs, corporate profiles and special events.  
Add sound or video to any book.

1



## 7 ALBUM

Premium quality album keepsakes, weddings, yearbooks and mission critical presentations. Add sound or video to any album.

Pricing is based on type of product and quantity ordered. Please check our website for more information.

THE SMARTEST PRINT PRODUCTS EVER CREATED

**PRINTFLIX**

==== **PRINT PLUS** ====

MAKE YOUR PRINT SING AND DANCE

## ADDRESS

**PrintFlix**  
8465 West Sahara Ave.  
Suite 111-171  
Las Vegas, NV 89117  
USA

*email*  
[sales@printflix.net](mailto:sales@printflix.net)

## ONLINE

*Website*  
[www.printflix.net](http://www.printflix.net)

*Social Media*  
[www.facebook.com/printplusvideo](http://www.facebook.com/printplusvideo)  
[www.twitter.com/printplusvideo](http://www.twitter.com/printplusvideo)

*phone*                      *fax*  
1-866-995-9810      702-220-3672