

social media

printing

mobile

PURLs

direct mail

Personalized Digital Marketing Solutions for the ever changing world of Communications

strategy

e-commerce solutions

fulfillment

interactive video

brand identity

email

Alcom

an Integrated Marketing Communications Company

www.alcomprinting.com | 215.513.1600

Effective Communication Solutions that engage and inform employees will increase your bottom line.

Alcom brings HR Communications to a new level. We have raised the bar with our unique combination of cross-media marketing expertise, integrated print and technology based products, proven green business practices and the most creative solutions team in the business.

Whether a small project or a large-scale campaign, we put our experts to work with yours in business development to deliver measurable, profitable and sustainable results.

We make it personal.

The key to a successful partnership is in its mutual ownership. We invest our best assets into your project. As part of your marketing team, we share in the responsibility and in the accountability to make things happen on message, on time and on budget. **Really.**

communicate

We make it simple.

Bringing new teams on board can be difficult. Chemistry is everything. The need to 'explain things' can be time consuming. We are easy to work with because we know our business very well and we know we have the tools to help your business grow. Working with Alcom will be one of the easiest and cost-effective marketing decisions you make. **Promise.**

We make it measurable and memorable.

Our technologies will help you connect one-on-one with your employees. We'll help you connect in a frequent and friendly manner with powerful analytics tools that will capture the data you need to respond to your workforce needs with relevant information **It's true.**

educate



- Personalized Open Enrollment Kits
- New Hire Kits
- Post and Pre-Enrollment Communications
- Wellness Newsletters
- Personalized Total Rewards Statements
- Direct Mail Purl Survey Campaigns
- Field Sales Communications
- Announcement Posters and Signage
- Personalized ID Cards
- Process HR Guides

What makes us different

Have you been asked to prove to your management team that your marketing strategies are working?

Our approach is quite different.

Our approach to your business is quite different. **Why?** We believe in accountability. We believe in measurable results. We have the ability to help you tweak a message and time the delivery so that it is meaningful to your customer.

You direct. We deliver.

You are the director.

- Describe to us your project marketing and sales objectives.
- Explain to us what you are already doing to communicate to your customers.
- Talk to us a bit about what your customers expect from you – and what you expect from them.

engage

Then, let us come back to you. We'll bring with us...

- Creative ideas on how to complement your on going efforts.
- Unique ways to engage customer interaction.
- Call to action features that drive data collection that can be used to generate a two-way dialogue between you and your customer.

Results that move the conversation forward.

Measuring success in a marketing campaign has always been a sticking point. Your Alcom Solutions Team will help you build in meaningful campaign measurements.

- You'll be able to find out if your message is connecting.
- You'll be able to know if your customer is looking for more from you.
- You'll be able to move your customer conversation forward each and every time you connect with them.





Today it is all about
developing a more
interactive **connection.**

What Makes Us One Of Your Best Resources?

Did you know that today's one-to-one marketing tools can reach your workforce more cost effectively than the traditional communication options?

Modern Marketing is about creating a dialogue – an interactive, two-way connection with Clients and Consumers that allows you to communicate valuable information in a personal manner. It is about assembling the team needed to mine and leverage available data to tune communications to individual circumstances and preferences. It is about integrating new technologies and traditional tools to create a consistent and effective communications program that educates, informs and engages your workforce.

We believe that our process – careful planning, professional project management and meticulous execution – is the only way to meet or exceed your communication objectives. Our focus is on the applications and services to design, print and deliver personalized HR communication materials.

communicate

Alcom is proud of our systems which include some of the most sophisticated production tools available today. However, our business goes beyond the putting “ink on paper” to the delivery of integrated services built around each customer's unique communication objectives.

Don't let time and budget constraints threaten your program.

Alcom will help you understand the broad array of communication tools available and will work to leverage the most appropriate tools to achieve measurable success that fits your budget.

Remember – our team is part of your team.

Don't be afraid to hand off even the simplest of tasks so that you can keep your vision moving. We understand that the smallest details can break the chain of progress. Call us in when you are in “overload” and we'll make sure that your program moves along to maintain the continuity your customers have come to expect.

Our Planet is Important.

Committed Environmental Stewards.

We share this planet. We believe in doing what we can to maintain the health and viability of the world in which we live. In fact Alcom has been an industry leader in its philosophical and financial commitment to sustainable business practices. Alcom is one of a select few "SGP Certified" printers in the country. The Sustainable Green Printing Partnership (SPG) encourages participation in the worldwide movement to reduce environmental impact and increase social responsibility of the print and graphic communications industry. This label is given to those who have built in an ongoing sustainable approach to doing business every day to minimize the impact on our environment and yours.

Review. Re-Tool. Re-Train.

We have reviewed our processes, re-tooled our equipment and retrained all personnel to reduce our own carbon footprint. We have been rigorously tested and certified by the Sustainable Green Printing Partnership, an organization that encourages participation in the worldwide movement to reduce environmental impact and increase social responsibility of the print and graphic communications industry through sustainable green printing practices.

Above and Beyond.

Alcom has implemented a sustainability management system that measures specific steps to reduce our environmental footprint. We have implemented pollution prevention activities and committed to fundamental social and ethical norms. Alcom provides annual reporting and takes part in an independent biennial certification audit to assure we are doing all we can to make our facility, our processes and our work habits healthy for our employees and our planet.

Meeting Your Sustainability Goals.

The "preferred vendor" requirements are changing. Along with superb service, fair pricing and on time delivery, vendors are asked to supply proof of their green business strategies. We know because we are as committed to using suppliers with as strong environmental initiatives as you. Don't hesitate to ask how Alcom's green initiatives can help you meet your corporate sustainability goals.





One More Thing You Should Know.

We chose to lead.

We have spent the last few years re-inventing ourselves. We took to heart solid feedback from customers, looked at the competition, reviewed the industry trends and asked ourselves...

Do we want to be a “me too” kind of business? or ...

Do we want to help our customers be marketing leaders in their industry?

We chose to lead.

We made the investment in people, training and technology to deliver integrated marketing communication services built around each customer’s unique objectives.

Let us show you how we can help you achieve greater success in your business.

Learn how to **track** the **effectiveness** of
your **Personalized** Digital Marketing Solutions

sign up for our **FREE** webinar at

www.alcombdg.com



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to learn about how this
new technology works!



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