

Are your days consumed by Crisis Management and “AdminisTrivia?”

Meet Graphic Matter, your agile creative partner providing operational excellence: innovative workflow solutions and flawless technical execution that empower you to focus on power-thinking and marketing strategy.

Let’s face it, the process is broken. In the past, corporations hired marketing agencies to develop strategy; their in-house creative groups implemented these initiatives and managed roll-out. Corporate downsizing replaced these cohesive teams with temporary, freelance and part-time staff, resulting in more pressure placed on fewer people to produce increasingly complex marketing initiatives. Campaigns became paralyzed by inefficient, inconsistent, and error-prone workflows, wasted spend, and missed opportunities.

CASE STUDY: A rapidly growing, NJ-based biotech company was struggling to keep their production cycle time up with market demand. Delays in product development and packaging production were hindering time-to-market cycle times.

Graphic Matter implemented innovative workflow solutions which resulted in savings at 200% of cost and a 99.8% error-free track record. We centralized file management, added a four-pronged quality control process, aided in vendor management, and implemented the newest technologies to create better packaging files and processes.

OPERATIONAL EXCELLENCE

Operationalizing your creative production saves you time, money and frustrations so you can focus on strategic objectives—not “administrivia.”

INNOVATIVE SOLUTIONS

Process improvement initiatives reduce the inefficiencies that sabotage your budgets and time-to-market.

Systemic workflow solutions not only fix problems now, but for good—getting you back to your “day job.”

- **Digital Asset Management** to promote team collaboration and enterprise file sharing – coordinate many geographic locations, languages or time zones – ensuring version control, consistency and accuracy.
- **Innovative Software Automation** features to reduce repetitive, error-prone tasks and eliminate waste in project management and administrative tasks.

COST-CUTTING WORKFLOW

Work with your agencies and print vendors to implement quality control and production guidelines to define client expectations and production specifications, and clarify roles and the production process for all suppliers—from marketing concept through final production.

Provide vision beyond the project at hand to consider future life cycles and re-purposing of brand elements, identifying opportunities to maximize the value and quality of each engagement.

Trust your marketing initiatives to Graphic Matter’s experienced team for accountable process management and quality deliverables.

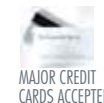
ENERGIZE your
Marketing Initiatives.

SIMPLIFY
Creative Production.



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NAICS: 323122, 516110, 518111, 541430,
541511, 541810, 541860, 711510
UNSPSC: codes available on our website



AUTHORIZED
Print Service Provider



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FLAWLESS TECHNICAL EXECUTION

Now that your agency's concepts have been approved, who is producing your print-ready files? Are you paying studio rates for production services? Are you getting reliable, practical advice on prepress, interactive and social media marketing?

We cut through the hype and the technical jargon to provide pragmatic and technically sound solutions.

Work with your existing supply chain to ensure that artwork is built to printer and/or manufacturer specifications and guarantee technically accurate, truly print- or web-ready files. The true value of our expertise is our 25+ years in this industry; we have walked in the shoes of the marketing managers and print shop managers. We understand the business needs, and we speak the language, providing expertise in prepress, image retouching, web design, instructional design and digital asset management.

Don't waste precious time as the middleman, stuck between the agency and the commercial printer, web hosting company or tradeshow booth vendor, resolving production issues!

AGILE CREATIVE PARTNER

Graphic Matter's team provides the accountability and flexibility essential in today's business world.

Whether you need a single project engagement for creative production services or an ongoing service relationship—we learn about your process, your people, your product, your service and your objectives, and are invested in the success of your marketing initiatives.

YOUR REALITY



OUR PROMISE



GRAPHIC MATTER | CREATIVE. PRACTICAL. RESULTS.

We've walked in those shoes, and understand the challenges. Graphic Matter's unique 360° perspective from all sides of the production workflow gives us the expertise to rethink your workflows, with insights and innovations borne from real 'roll-up-your-sleeves' experience.

products

Graphic Design

- Advertisements
- Brochures
- Business Cards
- Corporate Identity Programs
- Logos & Branding
- Marketing & Promotional Collateral
- Packaging & IFUs
- Postcards & Letters
- Proposals & RFQs
- Sales Presentations
- Stationery
- Template Design
- Trade Show Displays

Web & Mixed Media

- Blogs & Forums
- Business & Non-Profit Websites
- Domain Name Registration
- Email Blasts
- Email Configuration
- eNewsletters
- Flash Presentations
- Internet Marketing Campaigns
- Keyword Analysis, Adwords, Analytics
- Meta Tag Creation
- Search Engine Marketing (SEM)
- Search Engine Optimization (SEO)
- Web Banner Ads
- Web Hosting
- 3D Renderings

Instructional Design

- Benefits Materials
- Graphs
- HR Procedural Guides
- Instructional Diagrams
- Manuals & Handbooks
- Powerpoint
- Software User Guides
- Speakers' Presentations
- Training Materials
- Wall Charts & Posters

Consulting

- Digital Asset Management
- File Preparation Standards
- Project Costing