



WhiteOak
Promotional Products
Print | Cross-Media

Online Management Solutions	4
Promotional Products	6
Target Marketing.....	8
Cross-Media Marketing	10
Print	12
Fulfillment	14
Mailing	16
Success Stories	18
Kudos	20
Think Green.....	22



DECIDING HOW TO MARKET AND
STREAMLINE YOUR BUSINESS IS CHALLENGING.
THERE ARE SO MANY CHOICES TO CONSIDER.
WE HELP YOU MAKE THE RIGHT CHOICE.

Our clients are typically interested in increasing brand recognition, acquiring and retaining clients, rewarding loyalty and improving the customer experience. Regardless of how much expertise they may have, they are trying to implement an effective marketing and sales campaign to reach their goals.

Our products and services are not add-ons, but core parts of an integrated strategy we develop for clients, each supported by subject matter experts within our company.

Online Management Solutions | Promotional Products | Target Marketing
Cross-Media Marketing | Print | Fulfillment | Mailing



ONLINE MANAGEMENT SOLUTIONS

Achieve more with a streamlined, high-powered
Online Management Solution (OMS).



Web-to-print ■ Corporate Portals ■ Print-On-Demand ■ Online Management

The Online Management Solutions (OMS) system gives you complete control over the management and distribution of your print collateral, promotional products and any other asset you want to manage. The web-based system directly responds to the increasing demand for faster turnaround, improved workflow, and overall reduction in ordering costs. The OMS system gives you the tools and functionality you need to improve workflow and reduce costs.

OMS Benefits

- Secure, web-browser based, 24/7 access
- Custom-branded interface
- Customizable templates using images/text
- Instant product preview/proofing
- User budgets & quantity capping
- Kitting & fulfillment
- Online reports & order tracking
- Reduce operating expenses
- Increase productivity
- Control corporate branding
- Campaign management
- Asset Management



P

PROMOTIONAL PRODUCTS

Put our knowledge about trends and products to work for you with top quality promotional products, on-time delivery, and prices to fit your budget.



Apparel ■ Awards ■ Calendars ■ Hats ■ Drinkware ■ Eco Friendly ■ Pens ■ Stress Relievers

Whether you are looking for an advertising gift to mail to your prospects, corporate gifts for staff retention, event products, trade show products or a yearly give-away for your existing customers, we can provide a promotional product to suit your needs.

Our dedicated team will work with you from quotation to delivery to ensure that you are fully satisfied with both your promotional items and service.

Using our programs, our clients create Brand Awareness Campaigns to...

- Increase direct mail and print response rates
- Generate better targeted booth traffic and qualified leads
- Create long-term sales with key customers
- Improve morale with remote workers
- Improve traffic at trade shows
- Motivate staff
- Thank a customer
- Increase safety awareness
- And much more!

Visit Promo.GoWhiteOak.com to search products.



T

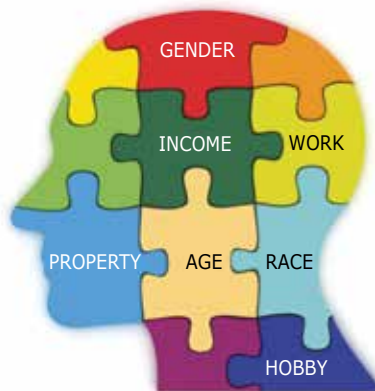
TARGET MARKETING

Use 1:1 Marketing to target each customer individually, creating personally-relevant marketing material.



Variable Data Printing ■ 1:1 Marketing ■ Data-Driven Content

Change the entire contents of every page—text, images and graphics! WhiteOak helps you address your customer's individually by using variable data capabilities. The sophisticated technology connects a database to each page so you can design marketing materials to be created and tailored for a specific recipient. Or use versioning to print multiple short runs of nearly identical copies with content varied for target groups—for different branches, geographical locations, or languages. The variable data print marketing advantage is that people will read and respond to documents geared and created specifically for them.



Benefits of using

VDP and 1:1 Marketing

- Reduced print quantities
- Increases response rates
- Builds brand awareness
- Captures current sales opportunities
- Increases return on investment



CROSS-MEDIA SOLUTIONS

Expand your reach with cross-media marketing and combine multiple media channels to increase results.



Print ■ Direct Mail ■ Email ■ Social Media ■ PURL ■ QR Codes ■ Promotional Products

We provide a complete resource of integrated marketing tools. Combine multiple channels to create a single but multi-targeted campaign, including variable data printing, personalized URLs, email marketing, interactive media, promotional products or direct mail. This combination creates measurable campaigns that deliver a consistent message across all channels.

Common Applications with Personalized Communication

- Sales Department (Customer loyalty programs)
- Marketing Departments (1:1 marketing, continued customer contact)
- Training Departments (event registration, surveying of sessions)
- Human Resources (scheduling meetings, surveying of employee satisfaction, recruiting)
- Non-profit (attract new donors, direct donors to PayPal®, continued communication of successes)



PRINT

Printed products can be produced in hours instead of days, and with more personalized information than ever before.



Digital ■ Offset ■ Wide Format ■ CD/DVD ■ UV Coating ■ Prepress ■ Bindery ■ Mounting ■ Laminating

Digital color printing is continuing to grow at double-digit rates, and we are very excited to be able to offer a comprehensive solution to evolving print requirements. From short run time sensitive projects to complex variable documents with image personalization or dynamic charting and graphing, we can deliver a solution that will maximize your message.

Digital printing is ideal for web-to-print solutions, on-line ordering and variable data printing to personalize and customize text and images. Our dedication to the digital market has allowed us to deliver the highest quality printed material...and the ultimate in service and support.

We can print on...

- Plastic
- Vinyl
- Synthetic
- Labels
- Static Cling
- Magnet Material
- Paper



FULFILLMENT

With uniquely different customers, WhiteOak is able to meet a variety of fulfillment needs.



Fulfillment ■ Distribution ■ Inventory

Whether we work with single printed materials, multiple printed pieces, promotional products or kit assembly, WhiteOak will manufacture, package, warehouse, inventory, and distribute your materials for delivery to your employees or clients.

- Web-Based Fulfillment System
- Kit Assembly
- Binder Assembly
- Business-to-Business (B2B)
- Business-to-Consumer (B2C)
- Distribution
- Inventory Management
- Kit Building
- Pick and Pack Distribution
- Warehousing
- CD Duplication and Distribution
- E-mail Services
- Customized Reporting Tools





M

MAILING

Direct mail is one of the most common forms of direct marketing in use today.

Direct Mail Marketing is targeted, profitable, and measurable.



Direct Mail ■ Variable Data Printing ■ Automation Postal Discounts

We use the most current USPS sorting software available to ensure the lowest postal rates possible. In addition, we process your list for address accuracy to ensure that your target audience will receive your mailing in a timely manner. From pin-point marketing direct mail postcards to entire promotional campaigns, we can handle it all for you including complex merges and odd-sizes pieces. Versatility within our mail production department ensures that both standard and non-standard mail pieces are processed accurately and efficiently.

- Database Management
- Mailing List Purchase
- Customized Programming
- Merge/purge capabilities
- CASS/NCOA/Presort
- Address standardization
- Database Appending
- Postage Optimization
- Data entry/cleansing/capture



S

SUCCESS STORIES

Read more success stories at GoWhiteOak.com.



OMS - Online Management Solutions

34% Savings

A global engineering company needed an online ordering portal for print, promotional products and fulfillment. Using OMS, WhiteOak built a website to manage the work flow. Today, daily orders are processed for print, promotional products and pick and pack fulfillment. The company averages a 34% cost savings on products processed via the OMS.

620 Users

An electronics manufacturer needed an ordering system to streamline their business card ordering process. Using an approval system, 620 individual field representatives throughout the United States requisition business cards via an OMS. The electronic orders are automatically sent to corporate for approval before the business card is printed. The OMS dramatically reduced corporate's workload and increased business card production turn times.

170+ Dealers

A swimming pool manufacturer who supplies product literature to its dealers wanted to update its product literature. The manufacturer asked WhiteOak to suggest a solution to improve literature usage. WhiteOak's OMS was the solution and we built a solution to allow dealers to order their own literature. Dealers now have the ability to upload their own photos and place them in the corporate approved literature. Each piece of literature can be customized with content, dealer logos and contact information. There are more than 170 dealers utilizing the OMS.



K

KUDOS

Read more at GoWhiteOak.com.



"The shirts and mugs look fantastic and our employees love them. Thanks for meeting the delivery date."
...*Purchasing Manager*

"Thank you for being so great with all the details. You're the reason I pass up other printer sales appointments."
...*Retirement Community Marketing Manager*

"THANK YOU!! The marketing pieces are Awesome! The colors are very rich and vibrant. The ordering process was simple to follow and I received them very quickly. You made it easy to import other pictures, our logo and add some tag lines. What a great start to this program. Thank you for all your time and effort you put into developing this program. I look forward to continued participation with this program."
...*Swimming Pool Distributor*

Everything arrived early including the shirts. Thanks for helping us make this event a success.
...*Purchasing Director*

The new posters FAR exceeded our expectations. Thank you very much! I've had mixed experiences with the other vendor, so I hesitate to use them when I've had nothing but excellent service from White Oak. Even with seemingly impossible tasks like the booklets. Thanks for coming through for us.
...*Director of Marketing*



WhiteOak is an active participant in the green movement. We strive to sustain our natural resources and limit our carbon footprint. We also encourage our clients to do what they can to "Think Green."

GoWhiteOak.com



WhiteOak

Promotional Products
Print | Cross-Media

1180 Dillerville Road | Lancaster, PA 17601
P 717.291.2222 | P 800.487.0488 | F 717.291.5678
GoWhiteOak.com

