



## The Typecraft Wood & Jones Print Management System

Our B2B Solution.

Combining Tradition and Technology.



**Typecraft Inc.**  
WOOD & JONES  
L I T H O G R A P H Y

E-commerce is affecting not only how your business is run, but how it will be run in the future. The Web is profoundly changing the realities of doing business. What was recently a vaguely promising and not very well understood new technology is turning out to be a very important choice in business.

It is important to realize that business-to-business (B2B) e-commerce involves more than simply adapting interbusiness transactions to the Internet. Current technological developments offer the possibility of minimizing cost, increasing capital and satisfying customers in ways that could not be achieved before. Indeed, B2B e-commerce is setting the stage for a complete re-working of how printing is conducted. The printing industry, as we know it, is about to take on a whole new look.



In step with this direction, Typecraft Wood & Jones now offers you, our customer, new technology in the form of an Internet procurement tool for purchasing print. While there may be hesitation in transitioning to on-line commerce, for most serious businesses the Internet has become a top priority for strategy development and/or business planning. With our investment in this new technology we have developed a use for the Internet beyond information and capabilities access. Together, we will use this technology to minimize errors, reduce administrative overhead, eliminate miscommunication and lower transaction costs.

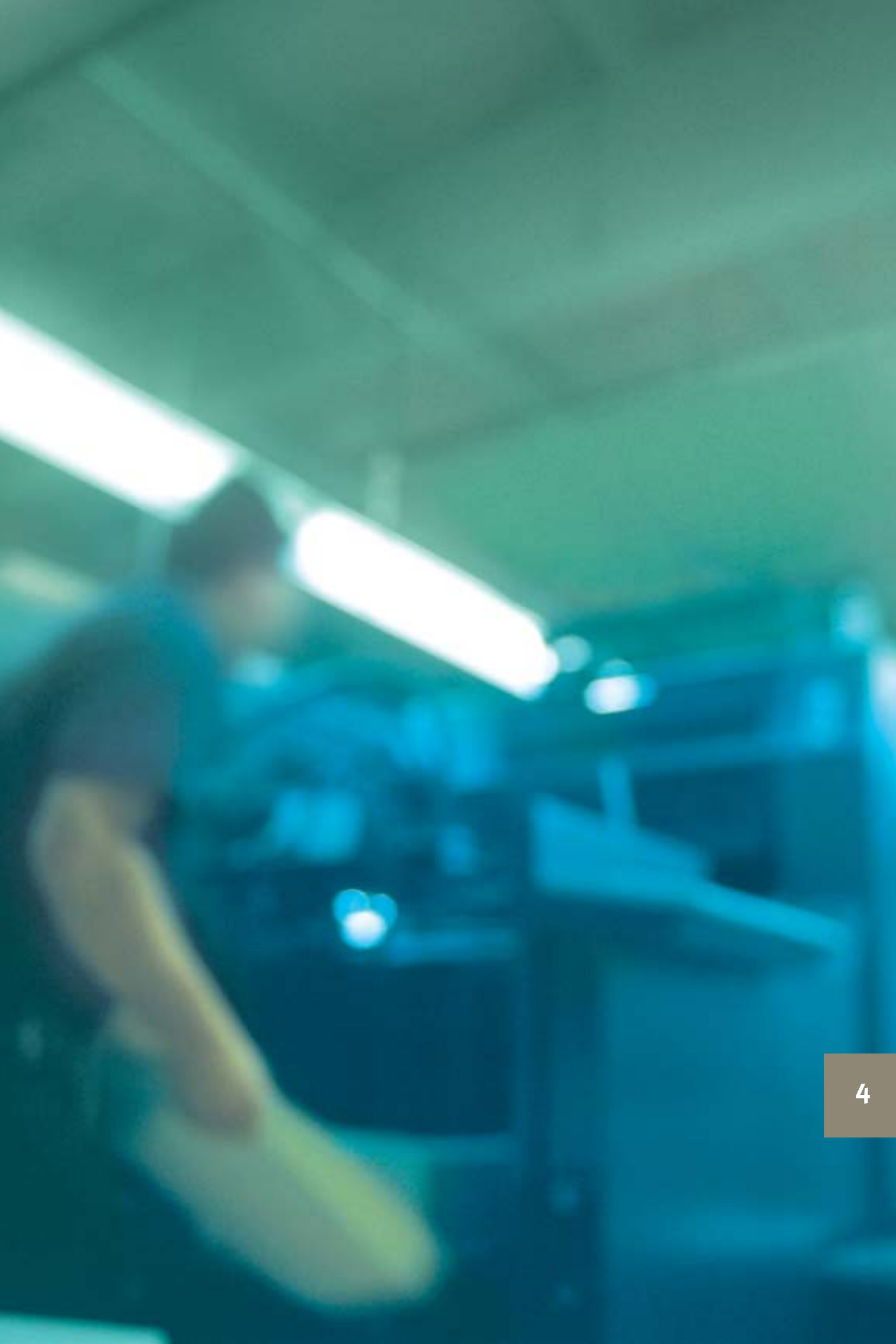
In the process, we will maintain our tradition of personal touch and communication with our clients. This is not a spectator sport where we can sit back patiently and watch what happens. We want to introduce you to the technology and help you learn and embrace the advantages of efficiency and savings for both you, the client and Typecraft Wood & Jones.

We are learning that the Internet is all about creating customer relationships and an efficient market and are planning our next moves to best respond to our customers' future needs. We plan to expand the use of the Internet to improve administration of process flow. We understand the advantages of reducing costs, expanding access and providing quicker response times. We know print buyers are looking for ways to reduce the time and expense of managing various vendors with a variety of methods and outputs. We believe we understand our customers' definition of full service and intend to embrace the new ways of doing business. You, the client will share the benefits of increased productivity, lower sales and administration costs, and more informed decision-making.

We understand a print buyer will rarely use a single printer for every project they have. However, with an on-line business we can process everything from small-run, small-size projects to large-run, large-size pieces efficiently. A key trend for the future is single sourcing and partnering. We see assisting customers with prepress, training and integration as a business opportunity. The Internet presents us with a prime opportunity to improve our customer service and change the way we interact in the marketplace.

Though there are obvious technological issues to be dealt with, the primary obstacles to be overcome are no longer technological but cultural. You may think you can avoid e-commerce but most likely you will need to participate. Allow us to be a part of your experience in realizing this new culture. Printing is no longer just about printing. It is becoming a business in which production processes and supply-chain relationships become integrated using databases and networked information flows. In this new landscape, the building blocks of just about every process become services that can be insourced or outsourced over the Internet. This technology enables printing to be a continuous process that starts when you, our customer conceives an idea and ends when you receive the realization of that idea.





Our new Internet business model for print,  
which can both increase efficiency and reduce costs,  
is changing our approach to printing as a whole.



We invite you to join us.

Staying on the cutting edge of print technology through acquisition of the finest and latest equipment is part of our equation at Typecraft Wood & Jones; equally important is the constant training and skills elevation of our personnel. As these new technologies are mastered, our staff enjoys sharing the knowledge with you, our client, through seminars and hands on, one-on-one work-throughs of sophisticated projects. We know that with so many new techniques customer service will take the form of customer education, and we welcome the opportunity to work with you to share the benefits of our new horizons.

PROJECT CREATION

Project Name: Marketing Brochure

Bleed

Project Date: 04/05/00

prepress

press

post press

Budget: 15500.00



[www.typecraft.com](http://www.typecraft.com)

Quantity 1: 500

Quantity 2: 1000

Quantity 3: 1500

Quantity 4: 2000

Budget: 2500

Project Name: Marketing Brochure

Proof type

PRODUCT SPECIFICATIONS

Marketing Brochure

Typecraft Wood & Jones  
2040 East Walnut Street  
Pasadena, CA 91107  
626.795.8093 T  
626.795.2423 F  
info@typecraft.com

Untrim Size (in):

Width

Length