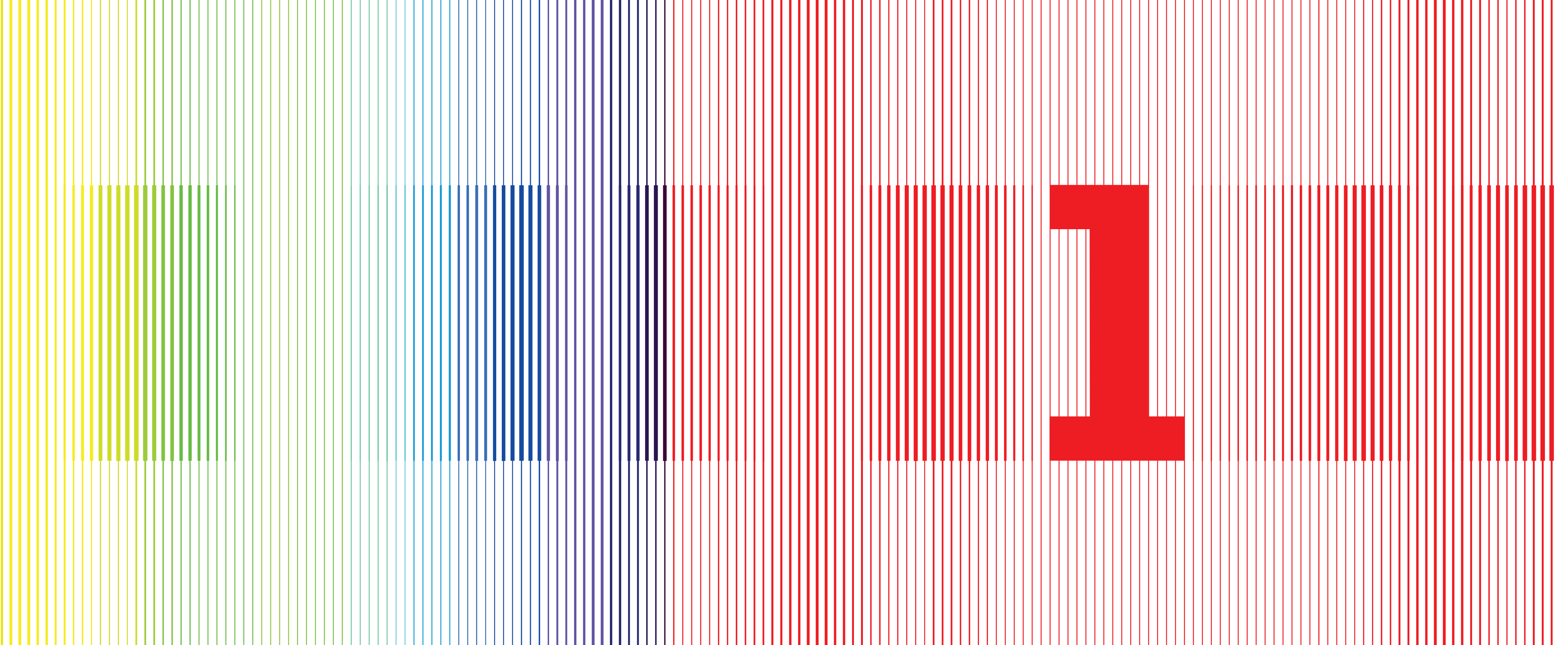


PR**I****M****A****R****Y**





FPO

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WHO WE ARE

Primary Color is a global visual solutions company that produces world-class marketing products and solutions. Established in 1984, Primary has positioned themselves as an industry leader through their dedication to print innovation, quality and service.

By focusing on technology, Primary analyzes traditional workflows, recommends improvements and develops and implements modern, systems-driven, print solutions. Primary provides a turnkey service across all pre-media, print and web-based technologies to simplify marketing execution.

Primary has been certified as a G7 Master Printer and is a FSC and 3M certified company.



COSTA MESA, CA



EL SEGUNDO, CA



IRVINE, CA



SHANGHAI, CHINA



HOLLYWOOD, CA



SAN FRANCISCO, CA

WHO LIKES US

72 AND SUNNY

ABC CABLE NETWORKS GROUP

ALCONE MARKETING GROUP

ANGELS BASEBALL

APPLE

AVON FOUNDATION

BANK OF THE WEST

BENTLEY MOTORS

BOOST MOBILE

CALIFORNIA LOTTERY

CALIFORNIA WATER SERVICE CO.

CBS

CHIAT DAY

COFFE BEAN AND TEA LEAF

CRISPIN PORTER

CROSSFIT

DAVID AND GOLIATH

DAVIS ELEN

DEL TACO

DESIGNORY

DISNEY

EL POLLO LOCO

FANTASTIC SAMS

FOCUS BRANDS

FOX THEATRICAL

FRESH & EASY

GUESS?

HONDA MOTORCYCLES

HONDA MOTORS

HYBRID DESIGN

INFINITY

LACMA

LEVIS STADIUM

LEXUS

MACDONALDS

MAZDA

MICROSOFT

MOHAWK

NBC ENTERTAINMENT

NIKE

NISSAN

NORTHFACE

OAKLEY

PACSUN

PACIFIC LIFE

PRINCESS CRUISES

RED BULL

RUBIN POSTAER

SEPHORA

SHUTTERSTOCK

SKY TAG

SPECIAL OLYMPICS WORLD GAMES

ST. JUDES CHILDRENS HOSPITAL

SONY TELEVISION

TEAM ONE ADVERTISING

TESLA MOTORS

THE GETTY MUSEUM

THE RICHARDS GROUP

TOYOTA

TRUE RELIGION

UNIVERSAL PICTURES

URBAN DECAY

VOLKSWAGEN

WESTERN DIGITAL



FPO

SERVICES

PRIMARY OFFERS A COMPREHENSIVE ARRAY OF PRINT-MEDIA PRODUCTS AND SERVICES. OUR SERVICES ARE SPECIFICALLY DESIGNED TO ACCOMMODATE ENTERPRISE-LEVEL CLIENTS FOR WHOM CENTRALIZED CONTROL OF ALL CRITICAL ASPECTS OF A PROJECT IS ESSENTIAL.

PRIMARY CREATES COST AND TIME SAVING BENEFITS BY HOSTING ALL CRITICAL SERVICES UNDER ONE CORPORATE ROOF. AND ALL THESE SERVICES ARE COLOR MANAGED TO EACH OTHER, ENSURING BRAND CONSISTENCY FOR OUR CLIENTS ACROSS ALL PRINT MATERIALS.

FROM ORIGINATION THROUGH PRODUCTION, AND DISTRIBUTION, PRIMARY IS ORGANIZED, EQUIPPED AND SCALED TO MANAGE THE COMPLETE PROCESS IN PARTNERSHIP WITH OUR CLIENTS.



COLOR MANAGEMENT

- Recognized leader and innovator in the print industry
- Dedicated color management team
- Certified G7 Master Printer since 2007 and ColorCert certified
- Precise, web-based, global color management control capability with online dashboard verification and reporting
- Our products are in compliance with GRACoL and SWOP standards
- Color managed workflow from capture to print
- Expanded gamut printing
- Global brand consistency across all devices and substrates
- Internal and external implementation





PRE-MEDIA

- Color management, color correction and retouching
- Print spec verification, file building & distribution, digital asset management
- Asset repurposing for multi-media usage
- High-end drum and Cruse 60"x90" flatbed scanning
- Insight front end and E-Proofing with Prinergy workflow
- Proofing - Contract proofs with GXT PMS color simulation, Epson 9800 proofs with Spot On Certification and device specific one offs
- Comprehensive print ad production and worldwide distribution SWOP, SNAP, FOGRA, GRACOL (G7)
- Specialize in identifying process improvements, creating streamlined workflows and implementing these solutions between our clients and Primary's internal manufacturing



LITHO PRINT

- 41" 8/c Heidelberg with coater 18000 imp/hour
- 40" 8/c CD Heidelberg with Interdeck UV
- Heidelberg image control for totally color managed pressroom and consistent reproduction
- 10 micron stochastic screen system
- Expanded gamut printing
- KBA 205 UV, biggest sheetfed press worldwide. 80.5" x 59.25" 9,000 sheets per hour and run lengths from 600 and up
- Extensive inventory of paper stocks and plastic substrates and full in-house bindery services
- Recommend substrates, printing techniques as well as bindery, finishing, pack-out and delivery options
- Winner of numerous awards and industry accolades for print excellence including a Grammy for best entertainment packaging and a Benny for "Best in US" soft cover book



DIGITAL PRINT

- Highest available digital print quality using the HP Indigo 7600 and 10000
- Sheet size - 13" x 19" and 20.9" x 29.5"
- Storefront integration for print-on-demand
- Complete data management, data cleansing
- Direct mail printing, mailing and fulfillment services
- Custom binding for books and presentations
- Short run with litho quality
- Long run variable data printing
- Package prototyping



LARGE FORMAT PRINT

- Three 16ft. presses with LED curing and two 10ft. flatbed roll-to-roll UV presses with direct to substrate print up to 2" thick
- 600 and 1000 DPI print resolution is standard
- UV inks for environmentally friendly production
- Certified vendor for all major posting companies
- 3M certified printer for fleet and transit adhesive applications
- Large run and national OOH, retail and event campaigns
- XYZ CNC router for intricate die cutting and 3D routing
- 10' x 10' high speed flatbed cutter, package & display prototyping





DIGITAL + SILKSCREEN

- Fully automated digital press with an inline silkscreen unit
- Sheet size: 65" x 104", print size: 62" x 102"
- 10 point picoliter droplet, higher resolution and smoother ink lay down
- Prints substrates from 8pt. paper stock to 3/8" thick substrates
- The M-Press combines the quality of litho with the advantages of digital and silkscreen printing
- Inline silkscreen unit applies PMS colors, specialty inks and coatings
- Expanded color gamut reproduction
- Variable data enabled for personalized, regionalized or language change outs, shorter runs and more versions



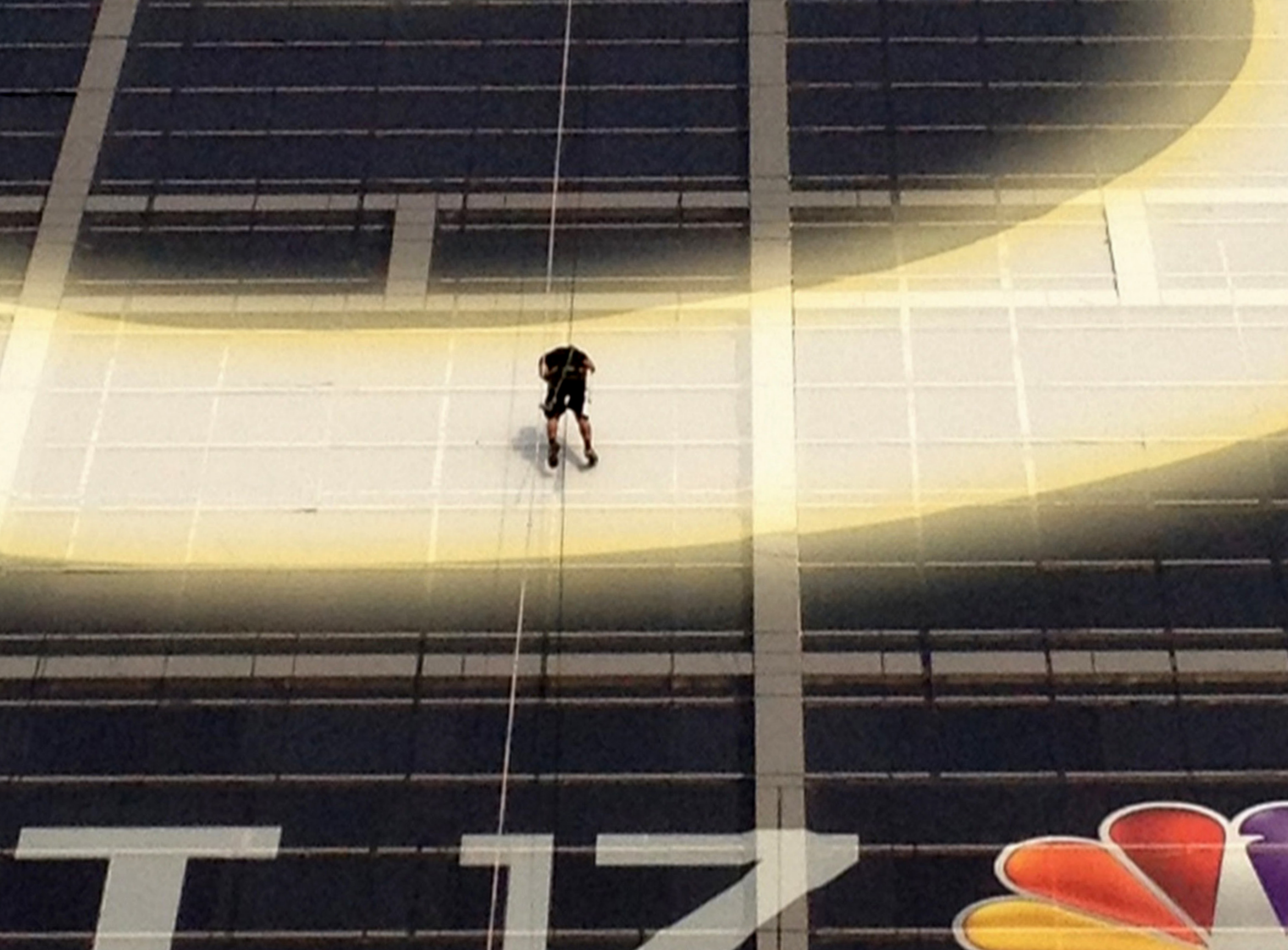
DYE-SUBLIMATION PRINT

- 10ft. wide, high speed, dye-sublimation fabric printing
- Prints direct to textiles or indirect via transfer process
- Dyes the fabric directly so the fabric retains its drape and soft feel
- Odorless, achieves bright colors and wrinkle resistant
- Can be washed and handled without image degradation
- Prints can be folded for easy transportation, reduces shipping costs and leaves a greener footprint
- Ideal for soft signage, backlit signage, banners, POP products, flags, tension fabric and pillowcase applications



DISPLAY SYSTEMS

- CAD drawings, graphic mapping
- 3D renderings and animations to visualize graphics & space
- Motion, lighting and sound integration
- Sole North American distributor and manufacturer for Triga tension fabric displays
- Fabric pillowcase structures, SEG frames, LED light boxes, custom POP and exhibit displays, pop-up and retractable displays, hanging displays, counter top displays, sign frames and more
- Install, de-install and storage



INSTALLATION

- In-house installation team
- Global network of certified installers
- Simultaneous installs / rollouts
- Site evaluations, safety compliance and permits
- Consultation on element exposure, substrate selection and hardware options
- 3D visualizations and engineered drawings for planning
- Event, trade show, retail, corporate and vehicle installs
- Store profiling
- Web-based dashboard for completed install photos
- Install, removal and storage
- **CERTIFICATIONS:**
3M 4-Star certified, Fleet, Interior and Exterior Signage, Scissor and Forklift, Boom, High Lift, Fall Protection and Aerial



FULLMENT AND DISTRIBUTION

- Dedicated 30,000 sq. ft. fulfillment and distribution center
- List management
- Inventory management
- Bar code tracking
- Pick & pack
- Pack-out and custom kitting
- Real-time reporting
- Strong shipping and transportation relationships
- Box maker
- Storefront integration

SOLUTIONS

AT PRIMARY, OUR GOAL IS SIMPLE: COLLABORATE WITH OUR CLIENTS TO DESIGN AND PRODUCE THE MOST IMPACTFUL AND CREATIVE MARKETING MATERIALS FOR ANY APPLICATION.

WE BEGIN BY SURROUNDING EACH JOB WITH OUR INTERNAL PRODUCT SPECIALISTS. BRINGING DECADES OF COLLECTIVE EXPERIENCE, THEY RESEARCH, DEVELOP AND IMPLEMENT INNOVATIVE PRINT SOLUTIONS AND EQUIPMENT TECHNOLOGIES.

WE THEN APPLY OUR INDUSTRY-LEADING WORKFLOW SOLUTIONS TO HELP SAVE TIME AND MONEY, ENSURE BRAND INTEGRITY AND AUGMENT SUSTAINABILITY.

IT'S ALL ABOUT PROVIDING OUR CLIENTS WITH THE INTELLIGENCE AND SOLUTION THAT MEETS ANY MARKETING CHALLENGE.



PHOTOGRAPHY

- Professional in-house creative photography studio
- State-of-the-art camera equipment by Phase One, Canon and Sinar, Sinar 4x5 100 megapixel back
- Cruse 60"x90" flatbed scanning
- Broncolor lighting equipment for all studio applications
- Fully mobile for off-site location photography
- Supported by a team of color technicians and creative retouchers
- Studio, location, product, portrait and lifestyle photography



CREATIVE SERVICES

- Specializing in creative photographic retouching for acclaimed photographers, global advertising agencies and national brands
- Finishing retouching for the entertainment industry
- Collaboration with creative directors and photographers through the concept stages and provide insightful solutions and guidance during the project
- Grasp of composition, lighting, stylizations and cross media usage
- Knowledge of all print technologies, CGI, photography and visual arts
- Provide multi-platform files for all media applications
- Design support



DESIGN AND FABRICATION

- In-house team of experienced industrial designers
- CAD drawings, graphic mapping
- 3D renderings and animations to visualize graphics & space
- In-house fabrication, 3D CNC routing, welding, tube bending, wood shop
- Projection solutions
- Motion, lighting and sound integration
- Install, removal and storage



RETAIL

- Dedicated in-house team specializing in the planning, design, execution and installation of all retail signage
- Engineering and consulting services for POP designs and substrates
- Store inspections and profiling
- In-house design and fabrication of retail displays
- Prototyping and 3D visualizations
- Global print and installation services
- Online order management, pack out, fulfillment and distribution
- Installation verification
- Install, removal and storage



EVENT

- Dedicated team specializing in the design, execution and installation of graphics
- Site inspection services that recommend solutions for event managers, architects, designers and construction contractors
- In-house and onsite project management
- 3D digital animations to visualize graphic sizes and placement
- Coordinate building inspections, permits, logistics, safety, element exposure, substrate selection and hardware options
- Solutions for experiential marketing locations, sports stadiums, hotels, malls, convention centers and pop-up shops
- Install, removal and storage



OUT-OF-HOME

- Provide a complete solution including up front media campaign management, in-house print production and final material quality control services
- We develop collaborative relationships with media buyers, posting companies and facility managers
- Effectively coordinate production lead times, material and finishing requirements with posting dates and locations
- Custom billboard design
- Experienced in the manufacturing of building wraps, transit signage, street graphics, vehicle graphics, barricades, mobile media, experiential campaigns, airport and mall takeovers, station dominations, aerial and integration of digital billboard campaigns



TRADE SHOW

- Custom design and fabrication of trade show displays, booths and hanging displays
- CAD drawings, graphic mapping
- 3D renderings and animations to visualize graphics & space
- Motion, lighting and sound integration
- Safety, permitting, logistics
- Online management
- Installation, dismantle and storage
- Custom pillowcase displays, SEG frames, tension fabric displays, and several off-the-shelf displays



RESTAURANT

- Dedicated in-house team specializing in the planning, design, execution and installation of all restaurant signage
- Engineering and consulting services for POP designs and substrates
- In-house design and fabrication of restaurant displays
- Prototyping and 3D visualizations
- Restaurant profiling
- New restaurant openings
- Global print and signage solutions
- Local restaurant marketing, menu management and online ordering
- Pack out, fulfillment and distribution
- Global installs with online verification dashboard, removal and storage



INTERIORS

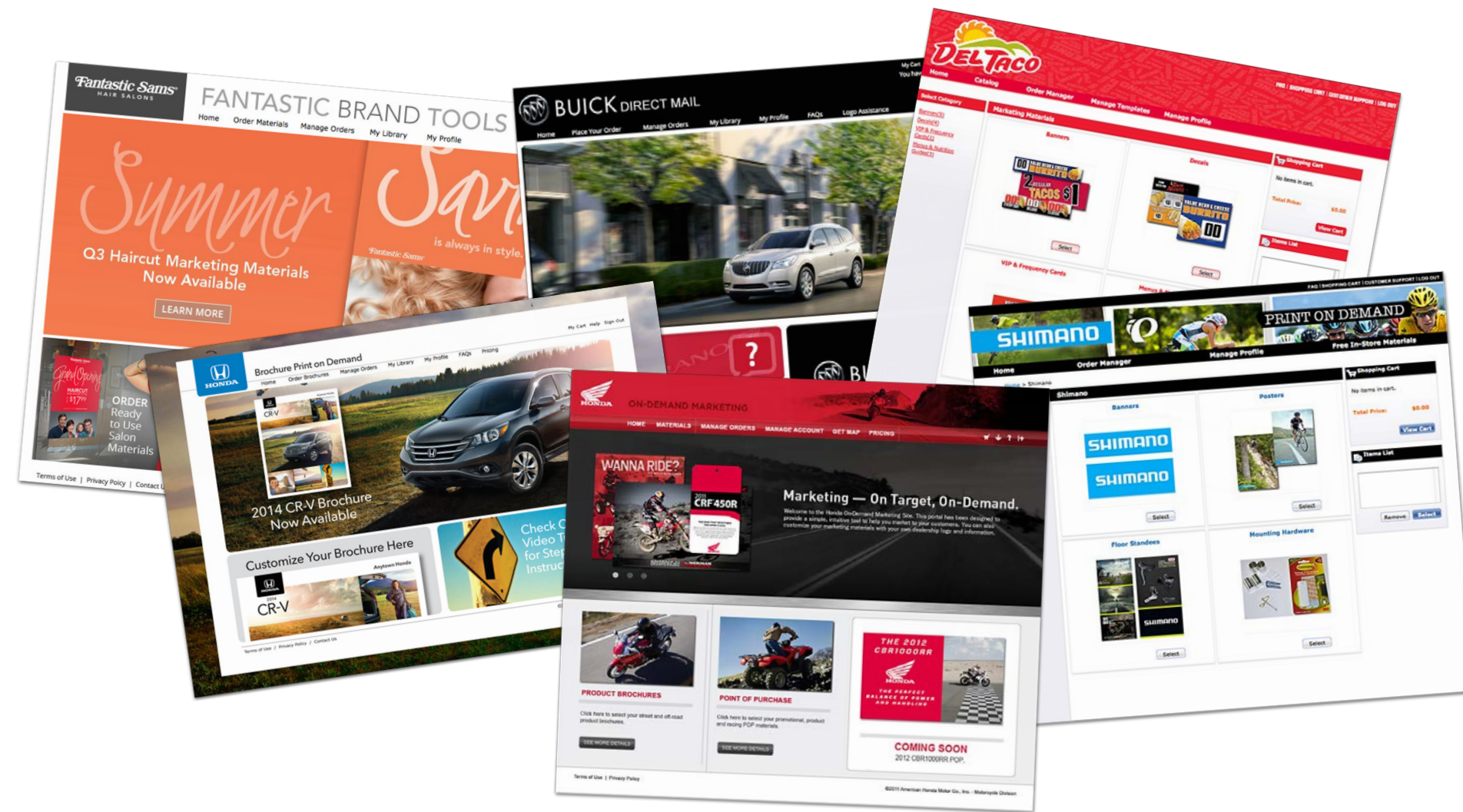
- Site inspection services
- CAD drawings, graphic mapping
- 3D renderings and animations to visualize graphics & space
- In-house fabrication, wood shop, 3D CNC routing, metal shop
- Motion, lighting, projection and sound integration
- Installation and de-install

SOLUTIONS FOR:

- Architectural offices
- Corporate environments
- Hospitals
- Hotels
- Museums
- Pop-Up shops
- Restaurants
- Retail stores

MARKETING AUTOMATION

- PRIMARYCONNECT - creation, development and integration of web-based marketing programs
- Web-to-print storefront creation and implementation
- Print-on-demand customizable marketing materials
- Automated order aggregation of print materials
- Direct mail campaigns and marketing performance dashboard
- Variable data management
- Digital asset management
- Fulfillment, inventory control and distribution tracking
- Real-time reporting



PR1MARYCONNECT



SUSTAINABILITY

- FSC certified printer with most papers being FSC certified
- Adoption of Kaizen principles to gain department efficiencies resulting in 20% waste reduction
- Several green alternatives for most popular substrates
- Participate in recycling vinyl banners into roofing tiles printing PP or PE vinyl
- Material take back programs and reporting
- Transition to UV inks for print manufacturing to eliminate VOC'S
- Facility energy conservation programs and programs to reduce inventory and print waste
- Fleet of hybrid and natural gas delivery vehicles



FPO

LETS CONNECT

primarycolor.com



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