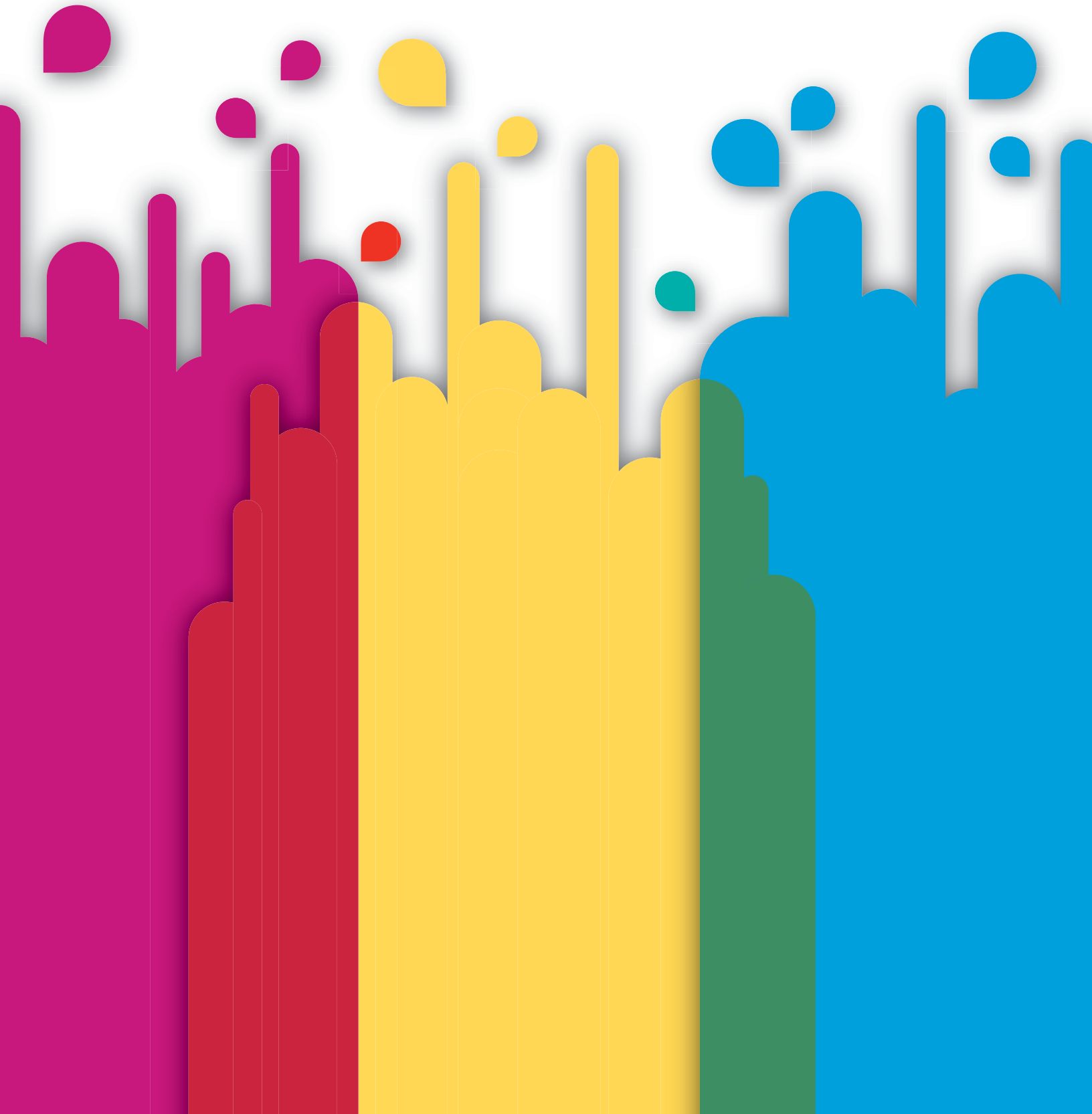
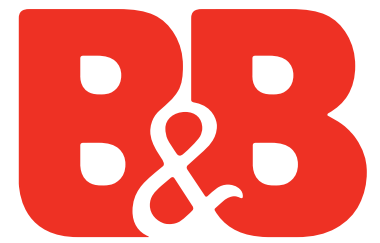
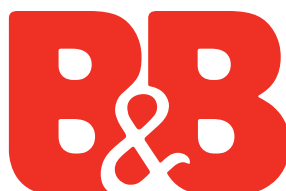


company overview



B&B is committed to providing the best possible customer service experience and superior quality products by upholding the highest degree of integrity and honesty, being proactive and responsive to our customer's needs, embracing technology, and maintaining a system of continual quality improvement.



Productivity. Quality. Continual Improvement.

THE MORE YOU KNOW, THE BBETTER

B&B is a data driven print communications company seeking to minimize costs and maximize results for our customers. Knowledge is at the center of everything we do.

With more than 50 years experience, B&B continues to lead the print communications industry by providing guidance, know-how, and expertise to our customers in making their printed communications and mailing more efficient and effective.

Above all else, we value honesty, integrity, and open communications. We're not just a sunny-weather company; we are a long-term partner who will stay by your side through the often tumultuous business climate.

We are a no-surprises, problem-solving, straight-shooting kind of company. Our long-term partners keep coming back because of our steadfast dependability.





YOUR PARTNER FOR SMART SOLUTIONS

B&B will make your direct marketing life easier, smarter and more powerful: from planning custom strategies to measuring your return on investment (ROI).

Whether we're providing data services, printing, inventory management, mailing or online marketing solutions, we flex our industry muscles daily so you can focus on other things... like what to do with all the time we're saving you!

For your streamlined print communication needs, B&B offers:


Customer Center

B&B's new and improved Customer Center

Integrated Capabilities

- Marketing Storefronts

Traditional Capabilities

- Offset printing up to 6 color
 - Digital printing
 - Specialty aqueous and UV coating
 - Foil stamping
 - Embossing
 - Die cutting
 - Variable data and variable image printing
 - Data management, segmentation, and data analytics
 - Mailing operations
- 

**Introducing B&B's new and improved Customer Center:
your essential gateway to project management.**

**Sign up for our
Customer Center
today and take
control of all your
print projects
online!**

- Estimating
- File transfer
- Job management
- Proofing
- Job tracking
- Inventory Management

Lisa Cooley - Publications Coordinator
The Country Club of Virginia



START WITH THE BASICS

PRINT CAPABILITIES

Our quality standards and attention to detail is what sets us apart from all other traditional offset printers. With combined print experience of over 100 years, our press operators and quality assurance experts will make sure your print projects are second to none.

Sophisticated printing with complicated finishing or a quick turnaround digital campaign? B&B handles your diverse printing needs.

Offset

- 6 color press, printing up to 39.5 x 27.25" image area
- 2 color press, printing up to 12.5" x 17.25" image area
- Aqueous and UV coating

Digital

- HP Indigo 7600 7-color digital printer with new unique applications such as **invisible red ink, white ink, raised print** and **textured effects**
- High-volume black only digital printers with in-line finishing

Finishing

Nothing makes a printed piece more unique than the array of finishing techniques available. Pump up dimension and detail, giving your printed piece just a little more attitude and a lot more impressions.

- Full folding and binding operations
- Embossing & debossing
- Custom die-cutting and round cornering
- Foil stamping

SECURE DATA-DRIVEN MARKETING SOLUTIONS

1-to-1 marketing allows firms to use knowledge about customer preferences to rise above the competitive messages. More creative data-driven approaches can be designed as a result of insights gained through data mining.

Variable Data Printing (VDP)

Our pre-media team, data experts, and digital press departments integrate seamlessly to deliver powerful 1-to-1 campaigns. With personalization, variable text and images, and quality that rivals offset printing, variable data printing is one of the best techniques to use when seeking to increase returns on your marketing campaigns.

Data Management

From obtaining and organizing intelligent information to strategizing targeted campaigns, B&B's database management will up your marketing ante with the following solutions:

- Refinement
- Analytics / Reporting
- List Procurement
- Segmentation

Data Security

At B&B we take data security very seriously. When you give us your sensitive data, we protect it. To give you peace of mind, B&B has achieved SOC 2 compliance and has met or exceeded industry-defined requirements for managing risk effectively.

What does SOC 2 compliance mean for you? It means that B&B has implemented robust controls and protections to safeguard your data. Our commitment to SOC 2 compliance ensures that we adhere to the highest standards in the industry. By aligning with a risk-based approach and incorporating industry regulations, standards, and frameworks, we provide you with the assurance that your data is in safe hands. Part of our compliance requires that we are regularly audited by a third party to assure our systems and procedures pass stringent tests in order to be certified.

Choosing a SOC 2 compliant partner like B&B means entrusting your data to an elite group of organizations that prioritize security. We understand the importance of protecting your information and are dedicated to maintaining the highest standards to ensure your peace of mind.

For more information about SOC 2 compliance and how it benefits you, please visit us.aicpa.org. Your data security is our top priority.



DIRECT MAIL MARKETING POWERHOUSE MAILING

Our dedicated data and mail experts have years of industry experience and a long-term working relationship with the USPS.

By staying ahead of the curve and monitoring postal regulations, we keep you up-to-date with the changes that may affect your printing and mailing projects. We employ the latest data automation technologies and are Intelligent Mail barcode (IMB) compliant to ensure that you are getting the lowest postage costs possible.

Mailing Services

- Mail list preparation and data management
- Mail tracking services
- Letter shop services (lasering)
- In-line inkjet (on saddle stitchers and folders) to save time and cost
- Three inkjet mailing production lines with:
 - Videojet solvent based inkjet
 - Water soluble inkjet
- Four envelope inserters (up to 9.5x12.5)
- Match mailing & commingling services
- Tabbing
- Automated live stamping
- Post-it® Note attaching and lasering
- Poly bagging
- Fugitive gluing

**Direct mail
boasts a 5.3%
response rate,
email's average
response rate is .06%**
(response rate 2016 report, The
Direct Marketing Association)

WE'VE GOT YOU COVERED

PROMOTIONAL PRODUCTS

Adding Promotional Materials to your marketing strategy is easy!
B&B is here to help!

You can search our site to look for Promotional Products or just give us a call!

Our Sales and Customer Service Staff can assist you with whatever ideas you may have or make suggestions that fit your budget.

We'd love to talk with you about our extensive line of Promotional Products, Printing, Mailing & Fulfillment.

Just a few of the many offerings available from **B&B**...

- Apparel & Uniforms
- Bags, Totes & Backpacks
- Desk Accessories
- Eco-Friendly Items
- Executive Gifts
- Mugs, Cups & Drinkware
- Team & Collegiate
- Tech & Mobile Gear
- T-Shirts
- Writing Instruments



FROM B&B TO YOUR FINAL DESTINATION INVENTORY MANAGEMENT

B&B Inventory management services feature a streamlined workflow while improving and integrating your print procurement strategies. Take the chaos out of your marketing supply chain!

As your inventory partners, we can support:

- Fulfillment
- Kitting
- Pick and pack
- Online inventory management
- Online ordering through our easy-to-use Customer Center
- Replenish and approve online
- Automated replenishment notification
- Warehousing
- Distribution

With a
24 hour pull
rate, you can
relax knowing your
inventory will
arrive on time.





YOURSTORE

MARKETING STOREFRONT

Marketing consumables such as collateral, promotional and point-of-sale materials demand 30% or more of marketing budgets—yet more than half of spending associated with these materials often is lost to the non-productive costs of storage, fulfillment, shipping, inventory management, and product irrelevance and obsolescence.

Happiness in organization

B&B helps you identify your marketing assets, determine what works and what doesn't, and builds a custom web-enabled application that organizes, optimizes and streamlines the materials that market your brand.

Features & Benefits

- Custom portal to store digital and marketing assets
- Control brand standards and compliance
- Online product customization
- Distributed ordering capability
- Easy-to-use ordering system available 24/7
- Repository for static, custom and inventory products
- Store digital images: logos, photos, art files
- Secure user name and password
- Tailor pricing, preferences and user groups
- Permission levels with automated notifications
- Traditional and digital printing options
- Extensive reporting and billing capabilities

IT'S EASY BEING GREEN

ENVIRONMENTAL COMMITMENT

B&B hates hogging energy. Our culture of green responsibility makes us think creatively, innovate consistently and operate efficiently. In fact, we've been working hard for years to lessen our environmental impact as much as possible.

3 major ways that B&B fosters sustainability:

- 98% recycle rate of all materials used
- Adoption and maintenance of highly efficient energy systems
- Use of green friendly technologies and processes, such as providing digital proofs

FSC Certified



Would you like to know the exact source of your paper and how it was brought to market? When you purchase Forest Stewardship Council™ (FSC®) certified paper, you can. Contribute to forestry conservation, responsible management and provide community level benefits to people near the forests that provide your paper.

All products carrying the FSC Logo have been independently certified as coming from forests and other certified sources that meet the recognized FSC Principles and Criteria of Forest Stewardship. For a printed product to carry the FSC logo it must be printed on FSC paper by an FSC certified printing company. Visit <https://us.fsc.org> for more information.

We have a wide selection of environmentally friendly stocks that are FSC qualified, because there is no greater feeling than knowing that the paper we love comes from green friendly places.



ADAPTABLE TO YOUR NEEDS INDUSTRY EXPERTISE

B&B operates on a local and national level, forging partnerships with small businesses and large Fortune 500 companies.

Some of the industries we serve:

- Advertising
- Healthcare
- Insurance
- Marketing
- Education
- Manufacturing
- Associations
- Financial
- Nonprofits

THEY REALLY LIKE US CUSTOMER TESTIMONIALS



"I love working with the team at B&B Printing. They are always able to turn our projects efficiently. And not only do they assist with our printing needs, they go the extra mile in finding the right solutions for our projects to be successful."

**Ashley Boyles, Project Manager, Sustainability,
Culture and Communications with Estes**



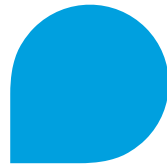
"You have been such a good partner to us and we are grateful for that. But this weekend's rush job was one that I couldn't let slip by without telling you how much we appreciate your partnership and heroic efforts"

**John Adams, Chairman
The Martin Agency**



"Great job keeping it all in perspective. I wish all folks we worked with were as thorough, customer-focused and calm in times of potential crises."

**James Campbell, Director of Marketing
University of Richmond
School of Professional & Continuing Studies**



OUR PROMISE TO YOU

Michael G. Bland
President, B&B



Our promise to you is one that I firmly believe in, and no obstacle, challenge, or situation will make us waiver in this commitment: We will always be responsive, honest, transparent, and dependable. While quality and knowledge of our industry are extremely important to us, superior customer service always has and always will be our top priority.

Michael

**THE
MORE YOU
KNOW, THE
BBETTER** | **BB**
521 research rd | richmond, va 23236
804 794 8273
800 224 2656
www.bbsmartsolutions.com

