

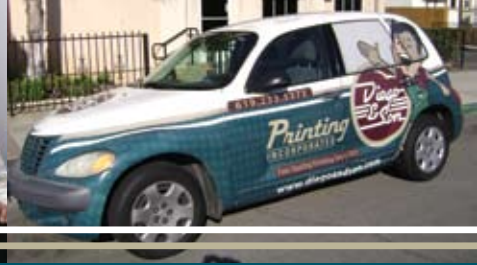
Old-fashioned service with the latest technology.



Printing
INCORPORATED



*Digital
Diego*



THE DIEGO & SON DIFFERENCE

Diego & Son, a minority and family-owned company, opened its doors in 1972 as a four-person operation. Now with more than two dozen employees, we still have the same priority that we've always had: You—the only reason that our business is a success.

Our staff, from management to press operators, consists of highly-skilled employees who consistently deliver the quality that you expect. In fact, you are always treated like your job is the one-and-only job that we are working on. So, when you receive your finished project, it will garner pride from you and respect from your clients and colleagues alike.

Diego & Son has also invested in the global environment, meeting the highest social and environmental standards in the market. So, simply by using our services, you help minimize your environmental footprint.

Entrust us with the production of your next job and we'll show you just how much we value your business. Give us a call today—we guarantee that you'll be pleased with the results.

"With Diego & Son I know the printed piece will look exactly like I designed it, and like the client is expecting—sometimes better! My clients are always thrilled, and that makes me a Diego & Son client for life."

Denise Wallace, Freelance Graphic Designer

Brochures • Business cards • Booklets • Calendars • CD covers • Certificates
Contracts • Coupons • Direct mail • Forms • Flyers • Greeting cards • Leaflets
Letterheads • Manuals • Menus • Name tags • Newsletters
Point of sale • Postcards • Product collateral



MEETING THE STRICTEST SUSTAINABILITY STANDARDS

When making decisions about business practices, it's important to take the environment into consideration. By doing so, our basic needs like clean air and safe water have a better chance of being protected. With this value in mind, at Diego & Son we think about the environment in every business decision that we make.

FSC-Certification

We are one of only a handful of local printers that have Forest Stewardship Council (FSC)-certification, which means that we support the highest social and environmental standards. In doing so, we and our vendors only support legal, verified logging activities.

Ultimately, the FSC system hopes to eliminate habitat destruction, water pollution, displacement of indigenous peoples, and violence against people and wildlife that often accompanies logging.

In order to meet these strict standards, our operations and processes include:

- Recycling paper and inks
- Using vegetable-based inks for all offset printing which cause less harm to the environment than petroleum-based counterparts
- Using FSC-certified paper and print products, which contribute to conservation, responsible management, and community-level benefits for people near the forests that provide us paper





MEETING ALL OF YOUR PRINTING NEEDS

We are as dedicated to perfecting your printed piece as you are. To start a job, we invite you to meet with us for a professional consultation, where we talk about your needs and assist you in creating the perfect piece. Once we've settled on your needs, we meet your deadline.

Since each individual client's job varies in complexity, we offer a range of services:

Full Color Printing

Our full range of printing services includes from one-color printing to full-color printing, so your job will look exactly like you need it to at a price you can afford.

Clean, Crisp Images

We recently invested in the latest technology of state-of-the-art computer-to-plate capabilities. The result is that your print job will look higher-quality,

with a cleaner, crisper image. You will also benefit from our ability to produce your job in a faster turn-around time.

High-Tech Flexibility

With our technologically-advanced computer system, we are able to accept either a Mac or PC file. This allows you the freedom you need to work within your own systems. We are also able to assist you with the layout of your job and file problems if any should arise.

Advanced Printing Options

If you require extra protection for your printed piece, Diego & Son offers varnish and UV coating choices. You can also use these options to create enhanced design elements, including increased ink densities, deepened shadows, and boosted highlights.



Customized Shapes and Sizes

With custom die-cutting, you have the freedom to break away from the industry-standard printed piece of 90-degree angles and rectangular shapes. With the ability to create anything you like, you can enhance your piece's overall design—and really set yourself apart from your competitors.

Personalized Creativity

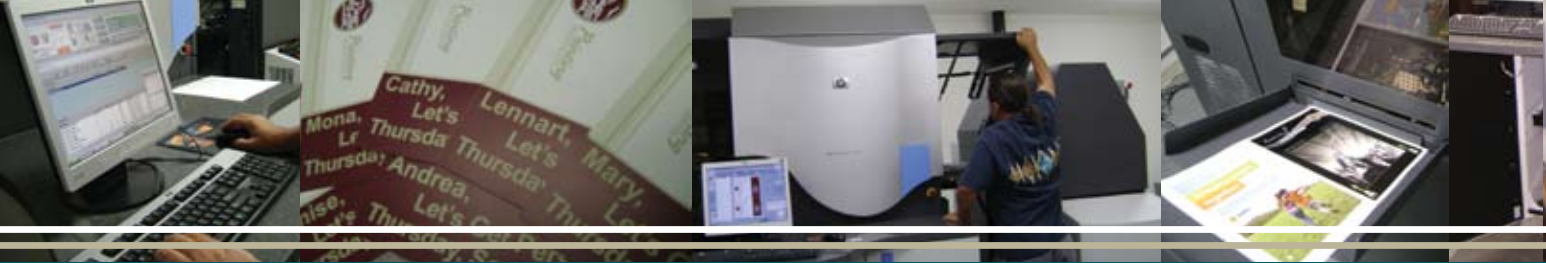
In this highly competitive business world, creativity can be key. We offer a number of unusual methods that can give your piece the edge it needs. With embossing, you can include a memorable three-dimensional image or design in your piece. With foil stamping—which includes heat, pressure, and a generous selection of foils—special effects and holographic patterns can be achieved.

Completing the Package

As one of the last steps in producing your printed piece, our in-house bindery offers a wide range of finishing options. Whether it's a couple of pages or a multi-page document, you decide which method will best combine your printed pages. Plus, since we provide this service in-house, you get the job back quickly.

"I have worked with Diego & Son Printing since 2002. They understand my needs and have fantastic customer service. Their extensive experience in printing as well as their ability to get the best price puts them ahead of the rest."

Claudia Albrizio
Art & Creative Director, Print Production Manager
Chuo Chocolatier



THE LATEST TECHNOLOGY

Digital technology is transforming the way the printing world works, and Diego & Son is helping you stay on the cutting edge. With our advanced digital printing capabilities, we can quickly produce everything from simple one-color business cards to full-color booklets.

Our digital technology products also rival the quality of offset presses—delivering rich, vibrant colors.

With these capabilities, we can now act as your direct marketing partner by meeting a range of needs that reach far beyond printing:



HP Indigo 3050 Digital Press

- ▶ Unique liquid HP ElectroInk processing
- ▶ Substrate versatility
- ▶ Dramatic turnaround time
- ▶ Quick and efficient personalization
- ▶ Maximized workflow



*Digital
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Order Smaller Quantities

Digital printing allows you to order smaller quantities that would be cost-prohibitive with a traditional press. Whether you want one piece or thousands of pieces printed, the quality remains impeccable.

Personalized Printing

Digital printing is truly the way to make every marketing dollar count. It allows you to make your communications relevant and increase customer retention—which provides you with real, bottom-line benefits. For instance, individual names can be printed on your piece, which allows you to speak directly to your customers. In addition, using data such as their gender or past purchase history, you can mail targeted information only to the right recipients, which optimizes your marketing investment.

Reduce Your Workload

With the advanced technology of digital printing, now all you need to do is provide us with your artwork and mailing list and we'll do the rest.

"Diego & Son offers us competitive pricing, however it is their excellent customer service and the exceptional quality of the finished product that makes them a pleasure to work with. With their commitment to customer service and quality we will continue to order from Diego & Son again and again."

Cathy Lynch
President
Creative Print Solutions

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