

In This Issue

- Lead Story**
- 1 Tech Conference report**
- Berg Column**
- 2004 presents new opportunities**
- Associate News**
- 3 Three new Associate companies join GPN**
- GPN Support**
- 4 Materials program introduced**
- 5 New resource kit on inks, etc. now available**
- Feedback**
- 5 Questions? Comments?**

New digital solutions introduced at SRC tech conference

The theme of SRC's September 22 technical forum in Zurich, Switzerland was "The Paper to Digital Migration." New strategies, technologies, and a variety of leading-edge products were introduced. Topics included: SRC's digitization strategy; new technology enablers; security products; integrated cards; carbonless technology; retail security products; and RFID.



New digital pen and paper offer efficient, cost-effective drug sample tracking solution.

SRC is enabling its clients to migrate, according to Doug,

"at a pace they can afford and at a change management level that their associates can absorb." Doug and others introduced SRC's new "suite" of digital products.

Migration strategy

"Companies are predominantly paper-based today, yet many are looking for opportunities to migrate to digital solutions," said Doug Patterson, SRC Vice President, Digital Solutions. In his presentation Doug emphasized that: "Digitization is efficient and effective, yet the changeover requires time; companies often have to change their processes; complete commitment must be made by upper management; and a long-term migration strategy with definite steps and an identifiable ROI must be in place."



Digital pen and paper

One of the new digital products introduced was SRC's digital pen and paper—a product that was initially developed to track drug samples for pharmaceutical companies, but has a wide range of applications in many other industries. Because it uses a custom-designed digital pen, which stores information for downloading, it eliminates virtually all of the steps used in a paper-based process—data entry, scanning, indexing, image storage, postage, and exception reporting.

"This is an exciting product for drug tracking (as one example) because both the

from

Brian Berg



Corporate Director—
International Operations

2004 promises to be an exciting year for all of us. Three leading document companies from Brazil, Spain, and Mauritius are now part of the GPN network. (See story on p.3.) Technology breakthroughs in digital tracking, RFID, document security, etc. are providing an unprecedented competitive advantage and opening up new revenue opportunities for Associates. (See lead story at left.) Technical conferences and other meetings are planned for Q2 and Q3. And, there are positive signs that economic conditions in many of our markets are improving.

Our redesigned *Global Connections* newsletter will serve as an excellent forum for reporting this news and information. It can be quickly and easily accessed via Adobe Acrobat, read on-line, or printed in the A4 format. Each issue will include feature stories on Associates, new technologies, and SRC support services. Also, I encourage you to use the feedback mechanism to share company news with us and the other members of the GPN.

All the best in 2004!

pharmaceutical rep and the physician complete documents just as they did with a paper-based system," says Doug. The difference? Both the rep and the physician use a digital pen that captures the hand-written information on the form. Then, the rep "docks" the pen (see photo) to his PC, extracts the handwritten image, and views the information. The handwritten data is uploaded, then translated to an inventory management system.



"It eliminates much of the paperwork, yet it works the same as a paper-based system from the customer's point of view," adds Doug. "It is reliable, accurate, secure, and eliminates many of the costs associated with a paper-based system."

"SRC is testing this product internally with its own sales force," says Tracy Nixon, Manager—International Operations. "We had moved from a paper-based system to one in which sales data was entered by the reps via a PC into the new Siebel CRM system," says Tracy. "Now, we are testing the use of these pens, allowing the reps to go back to the way they used to collect sales call data. This new method will allow them to use the pen to fill out their call sheets as before; now, however, the data is digitally captured on the spot, later extracted from the pen, verified,

SRC will conduct a special two-day training course on "Marketing and Selling the Digital Pen and Paper" from April 26-28 at our Associate Meeting in Puerto Rico. All Associates will receive a digital pen, paper, and all the tools needed to demonstrate this product. Additional information will be provided in January 2004.

then uploaded to the CRM." Tracy adds: "This will also allow the reps to spend more time selling!"

Digital pad

"For companies that want to use a hand-writing system, need to use current forms in their operation, but need to immediately enter data into their computer, a digital pad offers a highly efficient, cost-effective solution," says Tracy. A digital pad allows users to write directly on the SAME form, which is the PC tablet. As the information is written, the handwritten text is converted to digital text; once all the data is collected, the file is transmitted to the host system simply by touching a button. To see how this system is being used in a major New York hospital, go to www.standardregister.com, and click the "video" button.

Coatings & security inks

Dr. Raj Mehta, SRC Technical Director, presented an overview of SRC patents, technical support services, and introduced newly developed or reformulated coatings and security inks. Topics included: coatings & overprint varnish; drying methods; carbonless technology;

and adhesive coatings for digital applications. He also introduced SRC's new materials program: For details, see the "[GPN Support" article on p. 4.](#)

RFID

On the final day of the conference, Daniel Jud, Managing Director of Baumer AG (Switzerland), made a presentation on Radio Frequency Identification (RFID). He defined RFID, explained system components, and showed how Baumer was using this technology in their marketplace.

Daniel explains: "RFID is a system in which coded micro-chips are embedded into a carrier (eg, labels); the microchips send out a radio frequency; and an electronic detection device reads the codes, which causes



RFID technology has a wide range of applications in manufacturing, inventory control, product tracking, and supply chain management.

something to happen within the system—tracking, report generation, system shutdown, etc."

For example, many department stores use a simple form of RFID to prevent shoplifting. A more complex form is used

in tollgates in large cities where the chip is placed on the windshield of cars to allow them to pass through quickly and the toll to be debited simultaneously to a user's account.

GPN partner from Brazil—one of three new Associates—focuses on “the needs of our clients, excellent service, and continuing growth”

Three leading document companies from Spain, Mauritius, and Brazil are now part of the GPN network— *Lerchundi Documentos de Seguridad, S.I., Master's Continuous Stationery, Ltd., and Thomas Gregg & Sons, Ltd.* In this issue, Global Connections profiles *Thomas Gregg & Sons*, and highlights comments from an interview with *Luis Wilson*, the company's Managing Director. Our GPN Associates from Spain and Mauritius will be profiled in future issues.

Q. What is your marketplace? What products/services do you provide?

A. We concentrate exclusively on Brazil. Products include: traditional continuous forms; specialized continuous forms, such as security products,

labels, tags, and others; other special products and services, including

intaglio, impression, and hologram applications; variable data services; and, more recently, administration of customer supplies (i.e., fulfillment).

Q. What challenges do you face in Brazil?

A. The Brazilian market is very dynamic, which constantly challenges us to stay current. In the



Thomas Gregg & Sons has experienced a 20% annual growth since purchasing the company in 2000.

traditional continuous forms market, which has shown a decline in recent years, our goal is to remain stable. We can do this by adding revenues in the variable data arena, where there is still room to introduce new solutions. Our ongoing goals are to provide a full range of products and services to our customers, add value to their enterprise, and remain current with all of our business forms solutions.

Q. How do you plan to grow your business?

A. First, we want to continue the personnel growth we have experienced since we purchased the company (formerly Print Systems) in 2000. We began the operation with 160 employees; currently, we have 250; and by the end of 2004, we should increase that number to 350.

We will grow in our particular markets by adjusting our offerings to accommodate the needs of our customers. We will offer the highest possible level of service by 1) providing the products *they* need, 2) solving their *unique* business challenges, and 3) by adding value (through both our services and products) to their company.

In addition, we will be introducing new technologies that will give us a strong competitive edge. Finally, we will be putting a strong emphasis on fulfillment—an area that shows positive growth potential for us.

Q. What makes your company unique/better than your competitors?

A. We are able to respond to our customers quickly and with great reliability—two things that make us unique as a smaller forms company. We will, however, be able to grow without losing the “personal touch” a smaller company offers because will continue focusing on their individual needs.

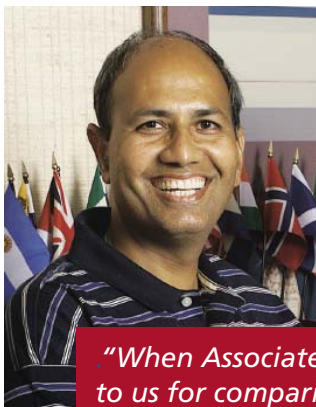
Thomas Gregg & Sons's primary strategy is to partner with its customers, give them more than they expect, and continue adding value by delivering business-focused solutions each and every time.

For additional information, contact Thomas Gregg & Sons, Ltd. at Rua General Bertoldo Klinger, no. 69, Paulicéia—São Bernardo do Campo, CEP.: 09688-000, São Paulo, Brasil; Tel. 55.11.4176.8821; Fax. 55.11.4176.8869.

“We will be successful in the future by staying committed to our customers and by providing the high level of service they have come to expect from us,” says Luis Wilson (shown here), TG&S Managing Director.

SRC introduces new security inks, adhesives, and coatings business to GPN Associates and others

“Standard Register has launched a new business that will impact virtually all of our Associates who are interested in purchasing state-of-the-art inks, chemicals, compounds, and other proprietary materials that can be used to add value to their product line,” says Brian Berg, Corporate Director—International Operations. Brian adds: “With this new business launch, we are making these materials, as well as a broad range of support services, available to all of our Associates.” In a recent interview, Brian and Dr. Raj Mehta, SRC Technical Director, discussed this new business venture.



“When Associates come to us for comparisons, we can reduce their material costs by as much as 40%,” says Dr. Raj Mehta, SRC Technical Director.

SRC has developed, tested, and used these materials for many years in the manufacture of our own products. By purchasing these materials directly from SRC, Associates can reduce their current costs for similar products and materials.

In addition, they can take utilize SRC’s technical resources (including staff members) and their R&D facilities.

als are used in the manufacturing of proprietary, SRC specialty products. As needed, we will bring members of our technical and marketing teams to their home countries.

Q. Have other Associates used these types of SRC proprietary materials?

A. (Raj) During the last quarter of 2003, we worked with our Associate from Mexico. They sent us samples of 16 different security inks they were buying from vendors in Mexico. We found seven SRC inks that were comparable; tested the viability of those inks at their plant; and, saved them a total of \$90,000 U.S. per year as a result. Clearly, this was a win-win for our GPN partner and SRC.

Q. What new security inks, adhesives, and coatings are being offered?

A. (Brian) Standard Register holds current patents on a wide range of chemistries, high-tech compounds, and proprietary materials that are used in the manufacture of leading-edge products. These materials—now available through this new business venture—include (but are not limited to): thermo chromic inks; optically variable inks; micro-encapsulated materials; UV coatings; on-press carbonless coatings; and repositionable adhesives.

Q. How would GPN Associates use these products?

A. (Raj) Many of our international partners—instead of buying manufactured products from SRC—purchase *materials* they need, add value for their customers by manufacturing market- or customer-specific products, then sell and support these products in their own countries.

Q. How do Associates participate in this new business venture?

A. (Brian) In many of their markets, Associates often pay a premium price for materials, especially security inks, specialty adhesives, and coatings. What we do is ask them to send us samples of these materials; allow us to show them what we have to offer (comparable or better); then, present our prices for these materials. If they come to us—and if they have an application that we can fulfill—we can typically reduce their materials costs by 30% to 40%.

To support them in the development and marketing of these products, we also provide technical support through our engineering staff, our R&D group, and others. Associates are also encouraged to visit our Dayton operation and various plant facilities to get a close-up look at how these materi-

Standard Register developed our patented carbonless process in 1980. SRC proprietary thermal ink and micro encapsulation technologies, and others, date to 1993.

Q. How will SRC’s full line of proprietary materials be introduced to Associates?

A. (Brian) In addition to using our normal communication channels, we are in the process of developing promotional literature on these materials. This literature will be distributed at our technical conferences and/or mailed to Associate companies.

New product kit “designed to provide details, technical information for GPN Associates”

In September, International's latest marketing/technical resource kit was introduced to Associates at the technical forum in Zurich—and later mailed to all GPN companies. “We've taken a different approach with this resource kit,” says Wilma Heriot, Marketing Specialist—International Operations. “In addition to providing marketing information, we have added manufacturing and engineering specifications,” she adds. “Our goals are to help Associates identify niche markets; demonstrate how SRC products can be used to add value in these markets; and give our GPN partners the level of detail they need to train and inform their employees about the marketing, technical, and cost benefits of using these products.”

This resource kit—titled *Inks, Security, Adhesives, and Coatings Kit*—contains: engineering and manufacturing specifications on both coatings and inks; engineering specifications on adhesives; product lists; and hard copy and PowerPoint presentations (on CDs) on all the specialty products now being offered by SRC to its GPN partners.

“This material was designed to give our Associates the technical information they need to make informed decisions about SRC's specialty product line—and to help them discover how they can use

these materials to create new value-added products in their marketplace,” says Brian Berg,

The Inks, Security, Adhesives, and Coatings Kit comes complete with brochures, technical specifications, customer testimonials, and CDs.

Corporate Director—International Operations. “It's clear that we can provide many new products and the technical know-how and support our international partners need to achieve success in this important growth area,” he adds. “This is quickly becoming a win-win opportunity for everyone!”

Technical support

“This kit was specifically developed to bring all of our Associates and their employees—especially technicians—up to date on our product applications and specifications,” says Wilma Heriot. “These kits have been well-received so



far because of the level of detail we've included—and because of the ongoing support we offer,” she adds. “Both the International Operations Group and our Technical Group are available to answer

questions or provide additional information—such as customer applications—to help demonstrate the added value of these important, leading-edge SRC products.”

Kits updated

To date, International Operations has developed and mailed out five marketing/technical resource kits: *Image Seal*® (Q3, 2000); *Document Security* (Q1, 2001); *Label Solutions* (Q2, 2001); *Finance and Insurance Sales Kit* (Q2, 2003); and *Inks, Security, Adhesives, and Coatings Kit* (Q3, 2003). (*Global Connections* will provide details on the *Finance and Insurance Sales Kit* in the next issue.)

“Because our products keep changing, we are now in the process of updating our first three kits,” says Wilma. “New brochures and other literature have been added, which will be included; manufacturing equipment changes have been made; new chemical formulas have been developed; additional security features added; and our Associates continue adding sales reps and technicians who need to be trained and brought up to date on all of these products,” Wilma adds. Currently, the *Image Seal*® kit is being updated, and will become available by mid-2004.

Staying Connected

Global Connections is published for the benefit of SRC and its GPN members. Do you have questions? Comments? Opinions? Company profiles? Other topics of interest? If so, email Tracy Nixon (tracy.nixon@standardregister.com). Your responses will be published in future issues.

