

Ten Business Principles

- 1** **THE GOAL** of our company is to provide the highest possible quality printing and creative services. We will do this at the most competitive prices possible, consistent with our quality and profit standards.
- 2** **OUR BUSINESS** will be run in a manner that allows us to make a fair profit. We believe that doing so strengthens our company and allows us to provide the additional resources that create added value for our clients.
- 3** **WE WILL STRIVE** to cultivate relationships with clients who need and can appreciate the additional impact that work of our quality creates for their organizations, products, and services.
- 4** **WE RECOGNIZE** that each of our clients can obtain similar services from other suppliers. We will constantly strive not merely to meet, but to exceed, the expectations of each of our clients.
- 5** **WE WILL MEASURE** the effectiveness of the services we provide not only by our own standards, but also by how well they meet the specific objectives of our clients.
- 6** **WE BELIEVE** in open, ethical, and nondiscriminatory business practices. We will treat each of our vendors, clients, and employees in a respectful, fair, and above-board manner.
- 7** **WE ACKNOWLEDGE** that our business is built on the collective talents of our employees. We pledge to be an equal opportunity employer that provides above average wages and benefits and a pleasant working environment.
- 8** **WE EXPECT** each of our employees to dress and act in a businesslike manner, to treat others with respect, to be loyal to the best interests of the company, and to constantly strive for self-improvement.
- 9** **WE COMMIT** ourselves to keeping up with the business techniques and technologies that will allow us to provide better services for our clients, and better working conditions for our employees.
- 10** **WE COMMIT** ourselves to encouraging innovation and new ideas, styles, and approaches in order to maintain our competitive edge. We willingly accept the risks that come with this.