

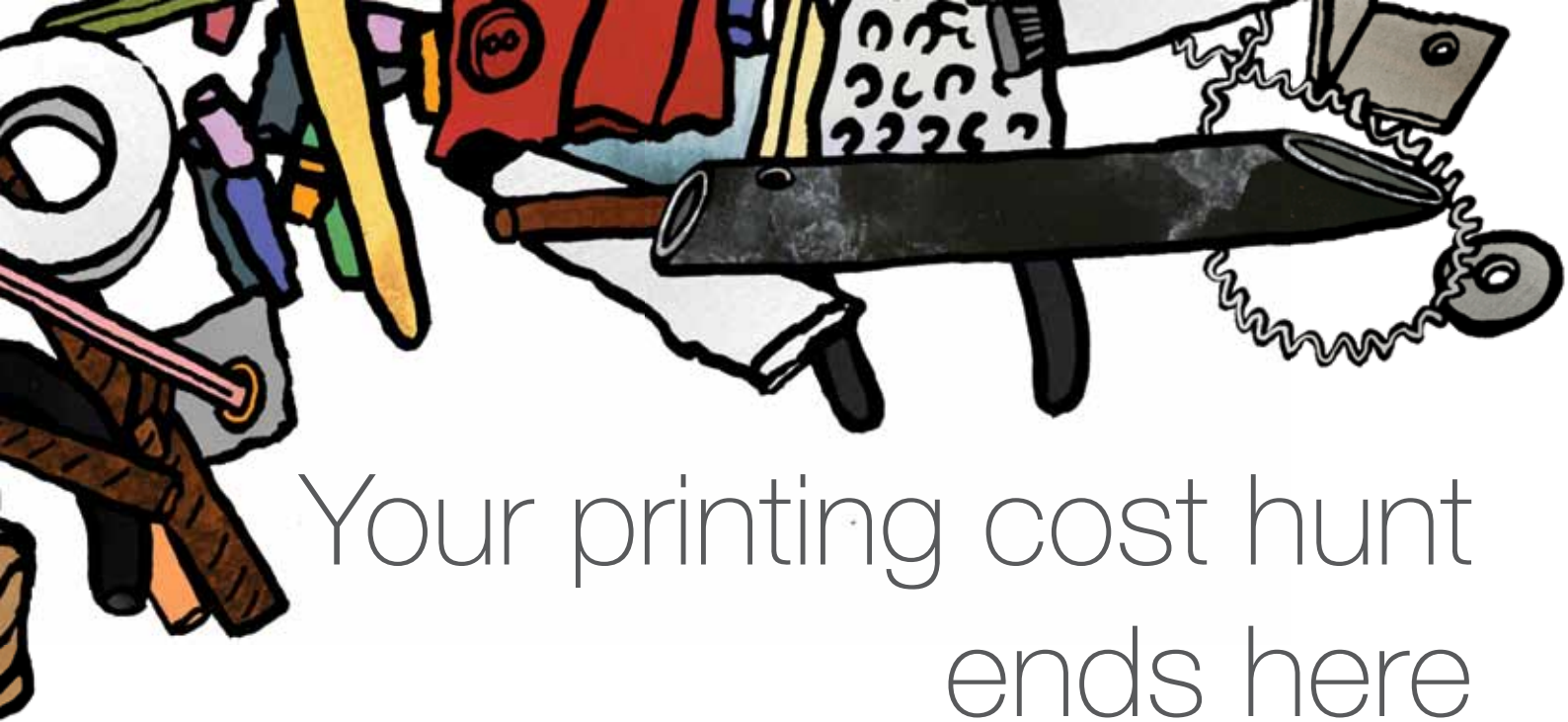
15
years
experience

HOW OUTSOURCING YOUR PRINT
JOBS GIVES YOU MORE FOR LESS



ELLINGTON
PRINTING NETWORK





Your printing cost hunt ends here

If you work in a business that relies heavily on printed materials such as catalogues, high-end brochures, exhibition materials or posters—or your job is to have them produced for your clients—you're probably constantly juggling price, quality, delivery time and reliability.

It wouldn't hurt either if you could forget about the order once you've placed it, confident that you will always get what you want.

Ellington helps. Key to our service is a combination of Scandinavian quality, East European prices, over 15 years of expertise, a choice of 25 printing houses for the best results and a strong commitment to customer satisfaction.

So your job has a large print run while requiring a lot of post-production and manual work? Excellent! Those

are just the kind of jobs for which we can provide the best value to you.

When you use Ellington as your printing agent, you can rest assured your job is handled by the best printer for your specific need. You'll always get

- the quality you want
- delivered when you want
- at a reasonable price
- always passed a strict quality control
- workable logistics, including storing your material if you so wish

In other words, you can focus on your core business while we are running your production 'backstage'.

SO HOW DOES THIS WORK IN PRACTICE? TURN THE PAGE...





Personalised service from A to Z

With Ellington, you only need to deal with one person, your personal account manager. Whatever you're producing, that's who will take care of everything from answering your inquiry to having the end product delivered to you right on schedule. And take responsibility for your getting exactly the quality you specified.

Inquiry → Offer → Order → Production →
Delivery → Invoice

Ellington's post-production services also include packing, dispatch, delivery tracking and warehousing your material, if you, for example, need it to be delivered in several batches.

We are also building an online order and follow-up system that will allow you to place an order online and keep tabs on where in the process your job is in real time. The system will be online by the end of 2012.

YOU'RE PROBABLY ANXIOUS TO KNOW MORE ABOUT QUALITY. READ ON...





The latest in machinery and logistics

Over the last couple of decades, Estonian printers have invested heavily in their production capabilities. All our partners work with modern equipment from well-known manufacturers—Heidelberg, Ryobi, Stahl, Manroland...

Investments in production also mean tighter competition and an increasing focus on exports: from 39% of total industry turnover in 2009 to 48% in 2010. For you, it means very reasonable prices while ensuring top-notch quality and delivery reliability.

Print quality leaves nothing to be desired while high-speed, modern equipment ensures short turnaround times. We can also offer a wide range of post-production alternatives, from finishing to binding, while staying within budget and on schedule.

You can minimise your product inventory by having your material delivered in several consignments following the Just-On-Time principle. We have enough storage capacity to warehouse your material and send it to you in desired quantities at the desired time. Logistics and transport are key business areas in the Estonian economy, meaning there is a wide range of shipping possibilities with no bottlenecks. On average, shipments take only a few days to the Nordic countries and Central Europe.

Because Estonia is an EU member state since 2004 and has the euro as its currency, outsourcing your print production to us is easy. No customs problems, easy invoice management and administration.

WHY WOULD YOUR PARTNER OF CHOICE BE ELLINGTON?
FIND OUT ON THE NEXT PAGE...





Who is Ellington?

Founded in 1998 by four partners still actively running the company, Ellington is the first and the most experienced print material production agency in Estonia. We have remained independent of any advertising agencies or printers throughout our history, which has allowed us to fully commit to the needs of our clients.

Ellington has long been the market leader and is proud to include almost all Estonian media and advertising

agencies among its clients. We are also the only print production operator in the country with a substantial number of clients in other countries, so you can be confident we're used to working internationally.

Our partner relations are based on trust developed over the years. This translates to a benefit for you—coming through Ellington, your jobs are always handled to the highest standards.

TALKING ABOUT STANDARDS, YOU MAY BE INTERESTED IN
SUSTAINABILITY AND THE ENVIRONMENT. READ ON...





Care for the client, environment and working conditions

Besides going the extra mile for you as our client, we take our responsibility for sustainable operation very seriously.

All our production partners comply with the strictest EU regulations on safety and working conditions. Most of them have environmental certificates, allowing you to comply with the strictest environmental standards your own environmental certification may entail. Whatever your requirements, we will find a compliant supplier.

For our own part, we support the 'one per cent' movement, donating one cent for each billed euro to organisations and causes striving to improve the lives of the underprivileged all over the world. At the end of every year, we invite the year's top 10 clients together to decide the recipient.

OF COURSE, YOU DON'T HAVE TO BELIEVE ANYTHING
WE SAY ABOUT OURSELVES. BUT TAKE A LOOK AT
WHAT OUR CLIENTS SAY ON THE NEXT PAGE...





What clients say

Beiersdorf

A reliable, long-time partner for us, we can let Ellington handle even the most essential and urgent jobs with peace of mind.

— [Maiu Haljaste, customer marketing manager]

Clear Channel Estonia

Ellington is a fast, reliable expert partner always knowledgeable of the latest market trends and technical possibilities.

—[Indrek Tappo, General Manager]

MediaCom

We are purchasing different kinds of outdoor posters through Ellington. The prices are always competitive and the service is excellent.

—[Janeck Uiibo, Director]

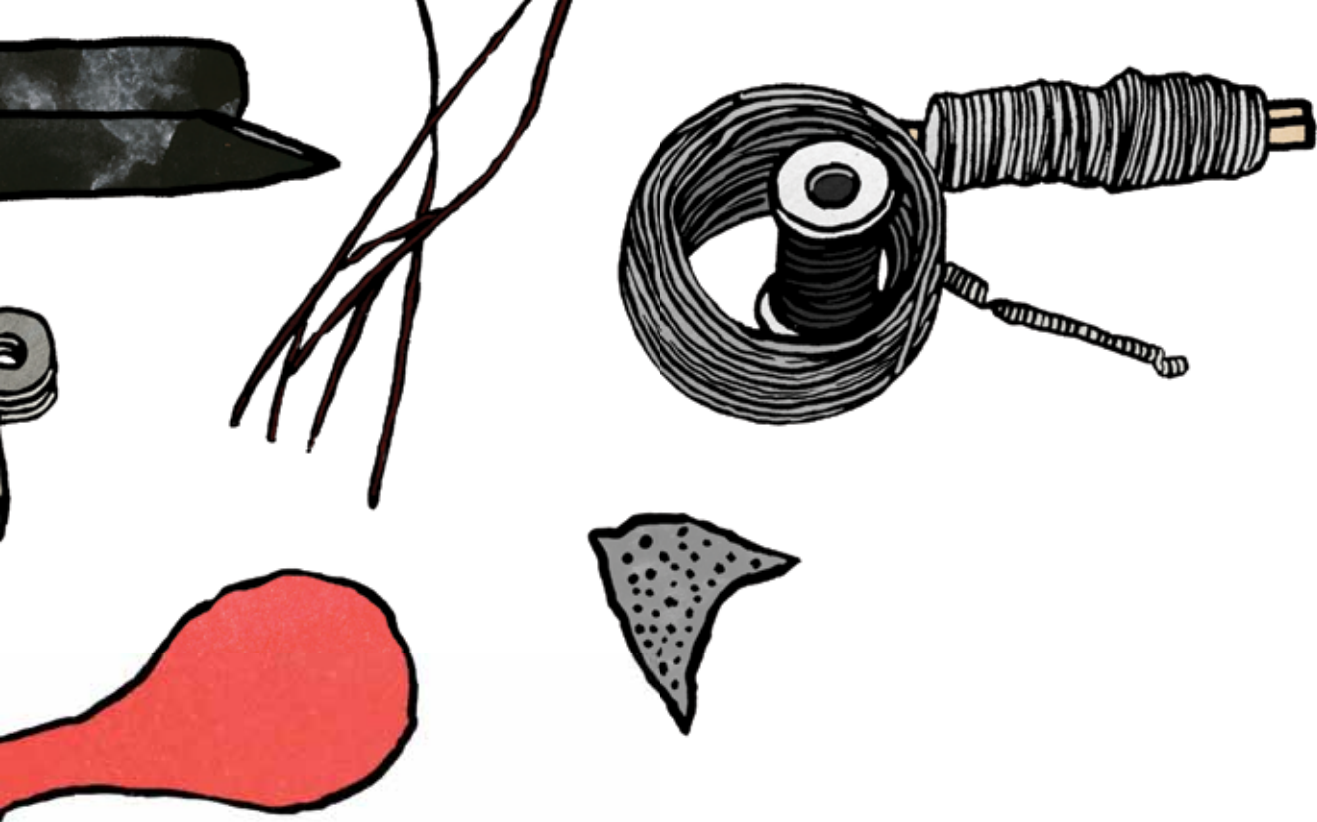
JCDecaux Estonia

We have had a mutually beneficial cooperation with Ellington ever since JCDecaux entered the Estonian market. We are hoping to continue developing side by side for years to come.

—[Kristiina Kõiv, General Manager]

SOUND GOOD? WHY NOT FIND OUT IF WE REALLY WALK OUR TALK?
OVER TO THE NEXT PAGE AGAIN...





Put us to the test!

Are you sure your present print production prices and delivery methods are optimal? Why not let us provide an alternative?

All you need to do is to send us an email outlining the job, its technical specs and the delivery time you want. We'll get back to you within 24 hours with a proposal and cost estimate.

We'll also be happy to send you samples of similar work. In your email, please let us know what types

of products you're interested in. We'll make sure you will get ample information and samples of the work, technologies and finishing/post-production options.

And remember: even jobs with large print runs, requiring a lot of post-production and manual work are no problem. In fact, that's exactly where we excel. Find out more about an improved cost-quality ratio for your print jobs—contact one of us today! Turn the page for details...





Whom should you talk to?

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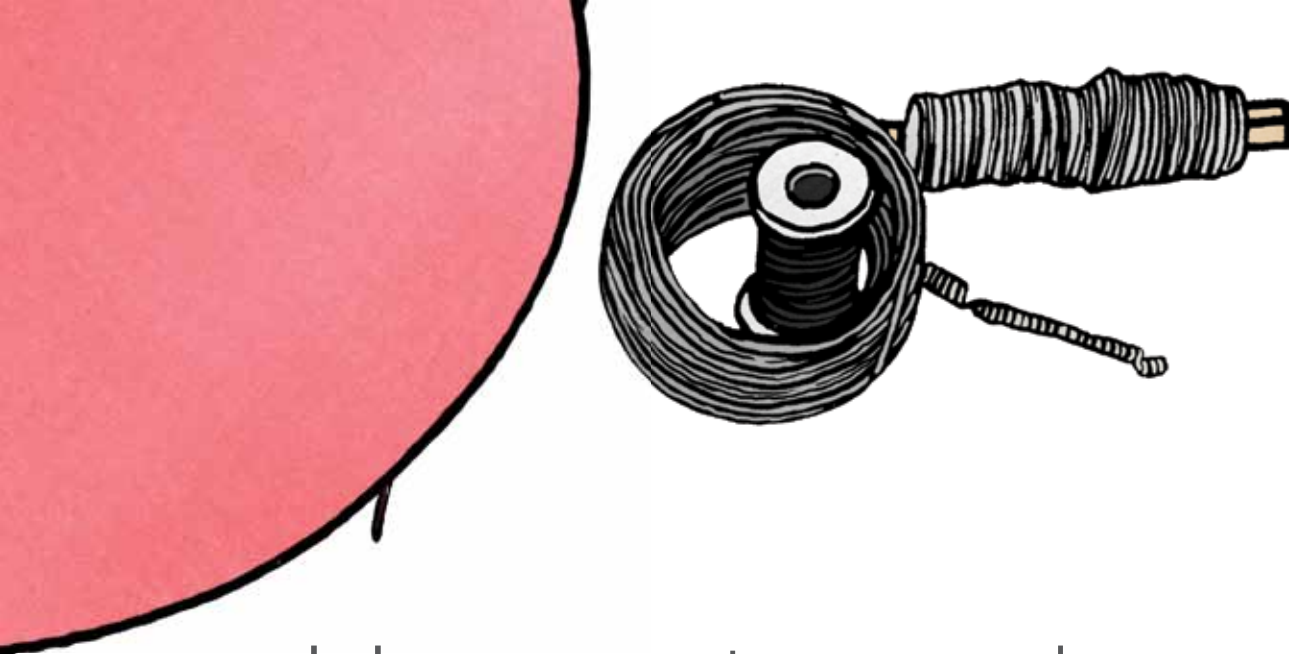
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How outsourcing your print jobs gives you more for less

For better price, quality, delivery time and reliability, confident that you will always get what you want, use Ellington as your printing partner. Contact us today for more details and an offer within 24 hours!

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