



Since 1980, Colortech's family business has been a trusted source for Print, Mailing & Design. We pride ourselves on **reliable service, top quality** and **on time turnarounds**.

We aspire to provide a **superior customer experience** through a team of knowledgeable & caring associates. We will strive to create & maintain long term relationships with our clients and put the highest value in quality creative solutions.

717-273-8107  
csr@colortechinc.com  
colortechinc.com

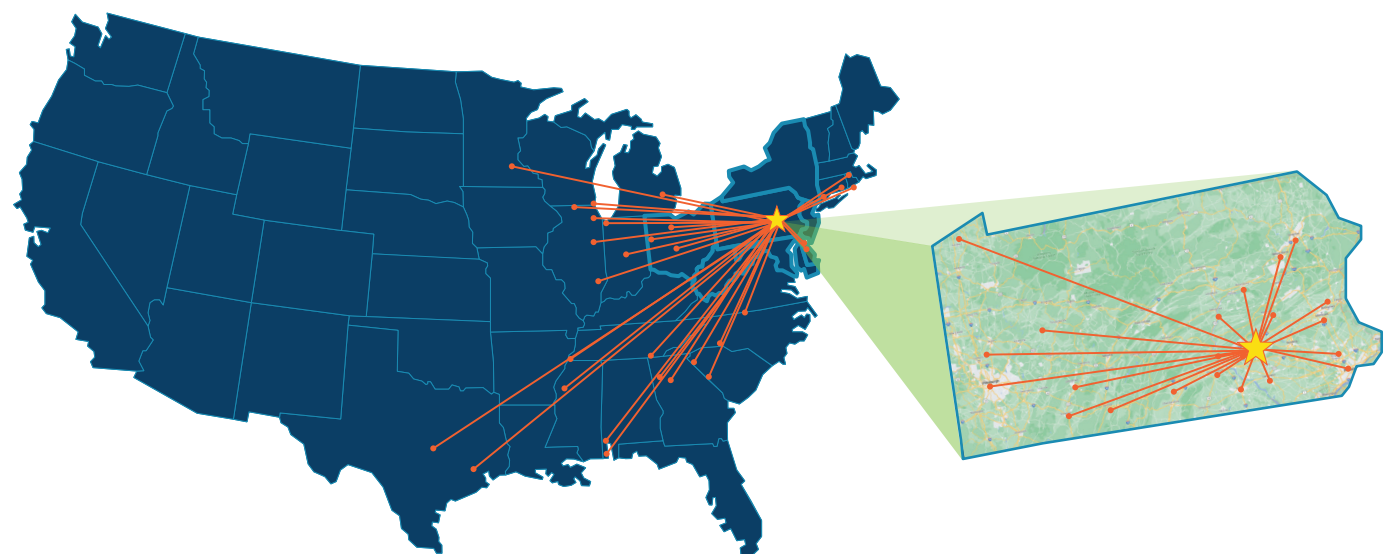
We are located in historic downtown  
Lebanon, PA at 232 South 9th Street.

Proudly printed in the USA



### WHERE DO WE SERVICE?

Our services range from local PA to all over the country. We also service several companies with locations stationed around the globe. No matter where you are, we're here to serve you!



## NEW TECHNOLOGIES FOR 2023

With changing technology and increased digital jobs, we're always looking for ways to be on the cutting-edge with equipment. Our most recent machine can accommodate jobs up to 31.5" x 12.75" and consistent color giving you high-quality and great cost savings over past digital printing. It runs larger jobs faster, giving you a great cost savings.

If you're interested in learning more, contact your sales rep or [csr@colortechinc.com](mailto:csr@colortechinc.com).

### NEED IDEAS?

We suggest the following for high-impact at low-cost:

- 8-60 page stitched newsletters or books
- 6-page stringers
- 8.5x11 traditional calendars



## LOVE WHAT YOU SEE HERE?

Email [csr@colortechinc.com](mailto:csr@colortechinc.com) for your **FREE** no obligation estimate.

CHECK OUT OUR 95+ REVIEWS ON ★★★★★



Add a **POP** of **COLOR** with



*Bringing your ideas to life...in full color*

Integrated Marketing · Design · Full-Service Printing



**PEOPLE BUY FROM PEOPLE.**

Getting your message to customers **QUICKLY & EFFICIENTLY** without sacrificing **QUALITY** since 1980.

**CLEVELAND BROTHERS** was in search of a way to streamline their marketing, design and mailing materials. Colortech stepped in to keep their brand cohesive while providing the most successful and diverse capabilities needed.

## CLEVELAND BROTHERS

### DESIGN

Both complete design and design edits are done on an ongoing basis to keep materials up-to-date.



### MAILING & VARIABLE DATA

Variable data mailers featuring customer reps. and specialty folds, die cuts and tears give an edge over general bulk mailers.

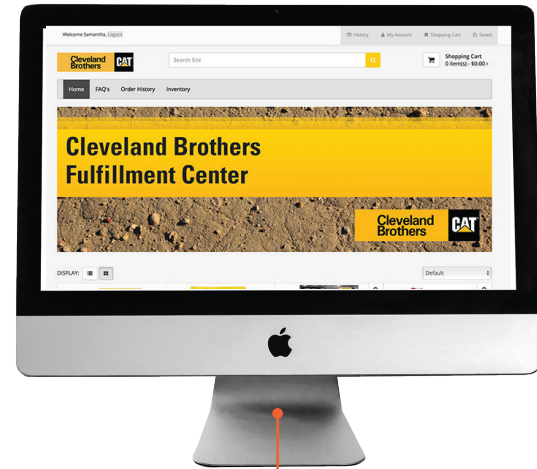


### LARGE FORMAT PRINTING

Up to 12' signs are needed at each of Cleveland Brothers' multiple locations. Signs are designed using their branding guide through our design department.

### FULFILLMENT & WEB DEVELOPMENT

A customized storefront was developed to house marketing materials, kits, promotional items and more. This site can be accessed 24/7 to manage inventory, order or update.



- One Call Rentals  
A Division of Cleveland Brothers
- Main Entrance  
Visitor Parking  
Parts & Service  
Sales & Rental
- Equipment  
Drop-Off / Pick-Up
- Employee Parking



### CLIENT KUDOS

*"Colortech has always provided us with quick service without sacrificing quality. They are very detail oriented and strive to provide the highest quality products for our company. Someone is always available to help us with our needs and brainstorm with us to create exactly what we are looking for. We highly recommend their services." - Marketing*

**SERVICES UTILIZED:** Design, Variable Data, Printing, Kitting, Bulk Mailing, Fulfillment & Web Development

## WOODCREST VILLA OF MENNONITE HOME COMMUNITIES

Woodcrest Villa's goal was to increase giving and with a quality but affordable piece for their annual appeal. With the use of our integrated services, Colortech was able to provide an all-inclusive project meeting deadlines, cost and branded standards.



### PRINTING

Because of the varying size, we were able to print these pieces on multiple machines to accommodate high-quality with cost savings.

### VARIABLE DATA

Customizing each part of this project allows for a personal, unique touch often not seen in other year-end projects.

### LOGISTICS & KITTING

This job was considered a match mailing, meaning each piece has to be matched together in the series because they all have names, addresses and more. So, to do this, each piece is labeled with a number corresponding to a person in the variable data.



### CLIENT KUDOS

*"Colortech is phenomenal to work with. They have helped us with graphic design work and printing. Their turnaround time is quick and accurate. We appreciate their professionalism and assistance with our projects." - Director of Development*

**SERVICES UTILIZED:** Design, Variable Data, Printing, Logistics & Kitting, Bulk Mailing

**SARCC** (Sexual Assault Resource and Counseling Center) came to us as a local non-profit looking to provide education to youth and the general public about sexual assault through multiple channels. The first included teaching teens proper uses for social media and included videos, lesson planning, marketing, design and more.

## SARCC

### MARKETING & SOCIAL MEDIA

To help spread the word about SARCC's services, we developed a 6-month campaign with the goal to draw attention and educate Lebanon and Schuylkill counties.



We produced a video each week during the Changemakers program.



### VIDEO

A larger 6-month campaign included video production and editing. Within our budget, we were able to broadcast a 30 second commercial on local television and streaming in addition to social media.

**SERVICES UTILIZED:** Marketing, Education, Video, Web Development, Design, Printing, Mailing

### CLIENT KUDOS

*"The whole team at Colortech have been a fantastic support for SARCC during one of our first forays into a marketing campaign. They met with our team, took the time to understand our mission and our branding, and developed a campaign that was responsive to the work that we do and the community that we serve. As a nonprofit, resources are tight and it was important to us to plan a campaign that was both economical and modern. Colortech met all of our expectations." - CEO*

### WEB DEVELOPMENT

With the Changemakers program we used SARCC's current website to develop a portal with all content in one place.



### EDUCATION

The Changemaker program was a duration of 6 weeks where our marketing team worked with students after school on how to use social media apps alongside SARCC staff, who focused on proper language and usage of words in social media.