

image. ideas. information.

**We set aside two periods of the day for innovative thinking: *Before lunch. After lunch.***

ideas



*At ADi Group, our cutting-edge thinking sharpens your business identity performance. We're unlike other commercial printing firms because we don't take an order, we create an idea – an idea of how you can improve the development and delivery of your business identity materials that lower costs and increase efficiencies.*

If you manage your firm's printing and business identity material, then you know there must be a better way. And we've created it: *i-print solutions*, a customized online order and distribution system that lets you manage your entire inventory of business identity collateral from your desktop – including letterhead, business cards, envelopes, marketing materials and other printed business products. At ADi Group, we think about ways to improve your business once a day – all day long.


**ADi** 

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4049 120th Street, Urbandale, Iowa 50323  
515.334.2205 [www.theadigroup.net](http://www.theadigroup.net)

To learn more, contact: [information@theadigroup.net](mailto:information@theadigroup.net)

# That clicking sound you hear is money returning to revenue.

information



*Business identity inventory control... if the problem is a curse, our solution is a cursor. ADi Group is a one-of-a-kind printing company that lets you direct all your printing and business identity inputs and outputs – your “information inventory” – right at your desk, with a click of the mouse. That saves you money. And when you’re saving money, you’re making money.*

With ADi Group’s exclusive *i-print solutions* process – a customized online order and distribution system – decisions can be made faster and easier regarding letterhead, envelopes, business cards, marketing material, logo-ware and other printed business products. Ensure consistency of your company brand. Monitor activity centers. Determine who’s ordering what and how much, and do it without having to collect and collate the information. It’s all right there at your exclusive extranet, enhancing efficiency and productivity. At ADi Group, we’re on your side – the revenue side.

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# When your brand looks smart, you look brilliant.

image



*Your corporate image is your face in the community – and your business identity products are the principal purveyor of that image. If your printed material is inconsistent and confusing, what does that say about your company? . . . about you?*

ADi Group offers *i-print solutions*, a customized online order and distribution system that lets you manage your entire inventory of business identity collateral from your desktop – including business cards, letterhead, envelopes, marketing materials and other printed business products. Our online management process gives you increased impact, accuracy, accountability and control of your brand image. ADi Group makes sure your printed business identity material looks great . . . and so will you.

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Photo by Duane Tinkey

At the computer: Scott Chapman, Vice President of Sales, ADi Group meets with Rhonda Berry, Director of Marketing, FC Stone; on the production floor: Doug Freeman, President & CEO, ADi Group talks with Kari Else, Director of Inventory, Sourcecorp Statement Solutions

# ADi Group Clients Take Control with *i-print solutions*

Whether your role in business is marketing, purchasing, management or finance, you know your business identity collateral is critical. And you also know the efforts made to manage and distribute that collateral is often a confused, unnecessarily expensive mess.

According to one Urbandale business leader, there's one solution to this chaos: *i-print solutions*.

Doug Freeman, President and CEO of ADi Group, urges his clients to forget about "printing" and think about "process" - a process that returns quality, control and profit-boosting efficiencies to business operations.

"We offer a unique and customized online system you control from your Internet browser - or a hundred Internet browsers throughout your business network - that we call *i-print solutions*," said Freeman.

"At your desktop, you or anyone you authorize can manage a menu of your corporate printed pieces - business cards, letterhead, envelopes, business forms, direct mailers - maintaining a consistent brand look across all pieces, no matter how many offices or associates you have on your order list."

ADi Group is remaking the role of the commercial printer, moving away from traditional models. "For us, it's not about sitting back, taking orders," said Freeman. "We are actively involved in helping create, manage and distribute business identity products - both promotional and printed - that give our clients a powerfully consistent brand."

With ADi Group's exclusive *i-print solutions* process, decisions can be made faster and easier. With the click of a computer mouse, ADi Group customers can manage their entire catalog of business identity products, tracking inventory, analyzing usage and distributing new printed pieces in the right quantities to the right people. Clients can determine who's ordering what, and how much, monitor activity centers and ensure the consistency of their company brand - all without having to collect and collate the information. Businesses can quickly identify - and therefore avoid - fragmented purchas-

ing, rogue spending and inconsistent messaging.

The result is lowered costs and increased efficiencies, according to Scott Chapman, Vice President of Sales for ADi Group. "You can do more with less," Chapman said. "You get all the input you need about the activities around your business identity material-a bird's eye view of your company's total information inventory. It's all right there at your own desktop, enhancing efficiency, control and productivity."

## Turning expenses into profit centers

ADi Group's 21st-century printing solutions pay in more ways than one. Chapman noted that for every \$1 spent on a printed business product, companies typically add another \$5 to \$6 to create, manage, store and distribute the material, plus write off old inventory.

"These costs never show up on an invoice from your printer, but they reduce your bottom line just the same," Chapman said. "Our *i-print solutions* process helps to control your printing costs and diminish waste while focusing on how you can reduce those \$5 to \$6 of transaction costs and return that money to your bottom line."

The exciting fact about online management from ADi Group is the instant feedback clients enjoy, said Chapman. "As a manager or marketer with an eye on both the bottom line and the front line of sales, you get total insight into who is using your material, how much is getting used and where, and at what cost."

Freeman likens the process to working with a tailor. "You wouldn't go to one tailor for the jacket and another tailor for trousers," he said. "You want everything to coordinate. You turn to one expert. With *i-print solutions*, you focus on process enhancements that comfortably fit your company like a well-tailored suit - all from a single source."

It all starts when ADi Group helps clients take A.I.M., an acronym for the "assessment," "implement" and "manage" strategy. First, ADi's specialists help determine each client's unique printing and corporate image needs. Then an implementation process is launched through *i-print solutions*, followed by a management phase that includes reports from ADi detailing the client's inventory levels, actual costs and more.

"What makes us unique - unlike any other printing company - is our commitment and dedication to finding solutions for clients in a consultative process," said Freeman. "Our clients know that *i-print solutions* is not about technology, but about how we work together to solve problems as they relate to print management needs."

Freeman noted that all this is made possible by ADi Group's team of printing professionals. At 28 employees, ADi Group's work force is nearly triple what it was just three years ago. The company has invested in customer service account managers who are experts in the paper and printing industry.

"We have created a unique organization in our industry and have accepted our role as a leader by customizing our business and organization to the needs of our clients," Freeman said.

at a  
**GLANCE**

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4049 120th Street  
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Phone  
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Web site  
www.theadigroup.net

- Primary Product/Services:**
- Printed Business Products
  - Online Order Management Programs
    - Promotional Products
    - Graphic Design Services
  - Warehousing and Inventory Management
  - Product Fulfillment and Distribution
    - Web-to-Print Solutions
  - Digital and On-Demand Printing.

**Top Local Executive:**  
Doug Freeman, President & CEO

**Local Employees:**  
28

**Year Founded:**  
1949



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