

We bring your vision to print



Just like everyone else, your company is competing for attention from prospects and customers. Reaching the right audience effectively is what makes or breaks your business.

about us

So why depend on a resource that only delivers part of the services you need to market yourself? Fidelity Print Communications has the experience and capabilities you rely on to get results that go beyond your expectations.

Fidelity Print Communications is a full-service printer and direct mail resource dedicated to surpassing conventional means in order to get results for customers. Since our operations started in 1964, we've been at the top of our industry and strive to learn all we can about the industries that our clients compete in. We have credible, honest professionals here who understand all facets of printing, pre-press, direct marketing, database management, collateral, inventory management, and bulk mail distribution.

Our headquarters in metro Chicago services the nation and specializes in large quantity web-press runs, smaller quantity sheet fed and variable data digital printing. Our large format division provides ultra quality banners, backlit signage, posters, POP displays, fleet-side graphics, and other specialty printing. Whether it's a large-scale printing and distribution project, a customized small-run print on demand job, or high resolution large format printing, Fidelity Print Communications is the one source you can count on from start to end. And the only place to go for results that you won't find anywhere else.



Fidelity Print Communications

A company starts out ahead of it's time.

fidelity's history

In 1941 Earl ("Skip") Williams began his career at Berlin, a Chicago printing company opened in 1919. Skip's strong work ethic and talent didn't go unnoticed during his twenty years with Berlin and his progress through the company was progressive considering the times.

With encouragement and support from Berlin, in 1964 Skip and his wife Hazel opened Fidelity Bindery Company, the first minority owned bindery in the Midwest. Fidelity started out ahead of its time, and continues to break new ground.

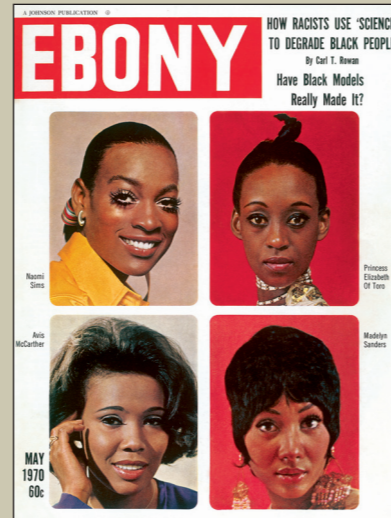
By 1970, Fidelity had grown into the largest black owned graphic arts company in the United States. After years of success and growth, Fidelity had become a company that would service the graphic arts industry and related business communities as more than a bindery house. This company, while delivering excellence in printing, bindery and fulfillment, focused on all of the needs of the customer. To reflect the growth in capabilities, in 1999 the name was changed to **Fidelity Print Communications**. To further insure their customers' projects receive the greatest consideration and level of quality, Fidelity Print Communications formed a partnership with **Berlin Industries Inc.**, one of the largest commercial printing and direct mail organizations in the country—and the company that had offered Skip his first opportunities. Rather than merger or acquisition, the two companies formed a true strategic alliance built on the foundation of

the 58 year relationship Skip had with Berlin.

Three generations since the launch of the company, Williams, along with his sons, daughters and grandchildren have continued to add to the legacy of excellence at Fidelity Print Communications.

As a Certified Minority Owned Business, FPC not only provides their customers with excellence in graphic arts services, but is also focused on developing the technical skill sets of the urban community. FPC provides employment and training opportunities

specifically targeted to communities affected by unemployment and limited opportunities. Part of the FPC mission is to help close the technological divide that separates millions of Americans from employment opportunities and more productive lives.



Skip breaks new ground.

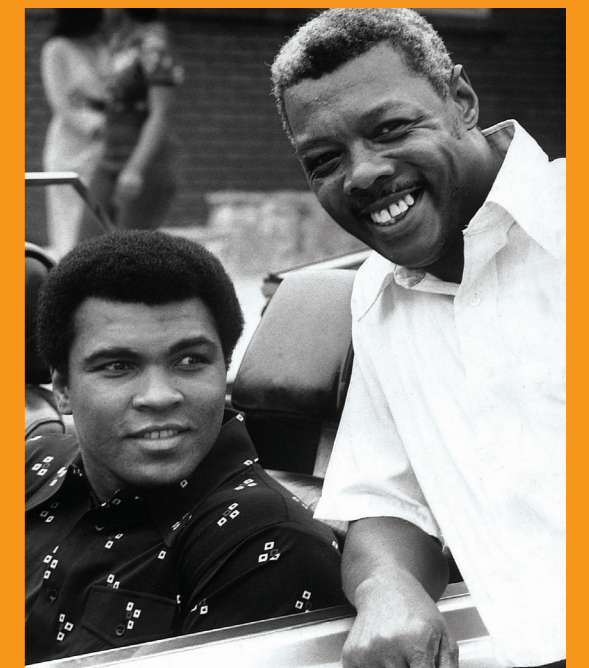
earl "skip" williams

Earl "Skip" Williams is the CEO and Chairman of the Board of Directors for Fidelity Print Communications. His current focus is to continue to build FPC into a technology leader in the graphic arts industry.

Williams arrived in Chicago from Memphis, Tennessee in 1941 at the age of 14 with only \$20 dollars in his shoe and an abundance of hopes and dreams. He found a home at I.S. Berlin Press, where he worked for twenty years with a break to serve in the Air Force under the command of General Benjamin O. Davis Jr.

At I.S. Berlin Press he was nicknamed "Skip" because he never seemed to walk while doing his job. He moved and worked so fast he appeared to be "skipping". To supplement his income and support his growing family of seven children, Skip also sold household products door to door, took up hat making as a secondary trade, went to night school to further his education and even spent a brief period as a prize fighter. Skip left Berlin in 1964 to open Fidelity Bindery Company, the first minority owned bindery in the Mid-West. Today, Skip is a minister, an accomplished public speaker, a businessman, mentor and a beloved great-grandfather.

There's plenty more to learn about Skip, so be sure to check out the book. *"Getting It Together, Black Businessmen in America"* by John Seder.



At Fidelity Print Communications, it takes more than hard work and pride to be successful. It requires satisfied customers.

fidelity is our core value

The word fidelity means being faithful. No single word exemplifies our devotion to our customers better. It is not simply our name; it is our core value.

And every aspect of our personal service and quality craftsmanship is a direct result of our commitment to embrace the goals, values and support system within each of our customers' own corporate mission.

To that end, Fidelity brings expertise, integrity and a spirit of enthusiasm to every project we engage. Ever faithful to client needs and objectives, we are confident of your complete satisfaction

Our foundation of quality, commitment and partnership is what helped build us into the company we are today and we have never stopped demonstrating those principles in everything that we do. We deliver exceptional results one project, one customer at a time.



The Fidelity family

three generations working for you



loyalty ■ commitment ■ integrity

A lot has changed since 1964. Technology has increased our productivity, training has improved the employee skill level, and experience has built a strong team. Today, three generations of the Williams family work together to be your full service resource for prepress, printing, bindery, distribution and mailing. We strive to be the only print partner you need.

Our successful strategic alliance with Berlin Industries brings you more capabilities and capacity for your print project.

partnerships

To ensure your projects receive the greatest consideration and level of quality, **Fidelity Print Communications** has formed a strategic partnership with **Berlin Industries Inc.**, one of the largest commercial printing and direct mail organizations in the country.

Fidelity Print Communications and Berlin Industries are experts in web offset printing, digital variable data printing, data management and complete direct mail services.

By combining our expertise, capabilities and equipment, we can coordinate and manage any job, regardless of size or complexity.

The strategic alliance between Fidelity Print Communications and Berlin Industries assures that large or small, your project will receive the full attention you deserve.

With Fidelity, you gain peace of mind, knowing your project will be completed on time, with consistent, high-quality materials every time.

We deliver the flexibility, speed, customization and unmatched quality of the latest in printing, finishing, mailing, fulfillment and distribution.



"Berlin was the obvious choice for a strategic partnership since I started my career in the graphic arts at IS Berlin Press in the 1940's. Berlin has been supportive of Fidelity since we opened in 1964 and have proven to be a truly great partner – helping us to improve every aspect of our service delivery."

Skip Williams
Founder & CEO
Fidelity Print Communications

"Our partnership with Fidelity brings additional value to Berlin. We share the same core values and guiding principles and strive always to achieve the highest degree of customer satisfaction."

Bruce Smith
CEO
Berlin Industries Inc.

To develop a profitable, long-term relationship with your customers, you need to maintain mail lists that reflect their changing wants, needs and behaviors.

database & direct marketing

Fidelity Print Communication offers a complete range of database management services designed specifically to reach your best prospects and customers for the best return on your investment.

Database Start-Up: We can help you build a database from the ground up that reaches the profitable customers you're looking for.

List Maintenance & Processing: We use the latest technology and resources to improve the quality of your lists by removing undeliverable addresses and redundant entries.

Mail Preference Services & Postal Pre-Sorting: We use the latest software and methods to ensure that your pieces follow all USPS and Direct Mail Advertising regulations.

Complete Mail List Data Analysis: We can analyze all aspects of your mailing list and distribution methods to ensure that you're getting the maximum return on your investment.

Geographic Sequencing: Your files are put into a geographical sequence so they are produced in the most efficient, timely fashion.

List Purchasing, Modeling & Conversion: A list model lets you match the demo-graphics of your target audience. We can then help you purchase a list based on your exact customer specifications, or convert an existing list into one file with all the necessary information.



From prepress and press to finishing, we deliver the flexibility, speed, talent and quality.

printing

Our commitment to technology means that you'll get more for less on your print production investment.

From short run sheet-fed, or one to one digital, to large quantity web press projects, we have the equipment you need. Operating our presses are the most experienced and conscientious professionals in the industry. They have exceptional skills and take great pride in every job they produce.

Your satisfaction is not only our goal, but our requirement.

progressive precise production



And the latest in printing and finishing technology.

bindery & finishing

We provide complete bindery, mailing and finishing services such as cutting, folding, saddle stitching, imprinting, shrink wrapping, personalization, in-line wafer sealing, in-line polybagging and much more.

Our equipment is meticulously maintained and operated by our skilled professionals who possess the knowledge and strong work ethic that results in the successful finish of your project.

We have the capabilities and expertise to fulfill all of your finishing requirements with greater speed to market. We are known throughout the industry for our history of delivering on time, every time.

Finish faster



"At Fidelity we pride ourselves on maintaining the highest standards of quality while making sure every job is delivered on-time every time."
Bill Husbands

Promote with rich, vibrant, digital color.

large format

Look to FPC's Large Format Division for high quality Posters, Banners, POP, Backlit Signage, Floor and Window Displays, and other Grand Format Printing. With State-of-the-Art Equipment, FPC can print directly on virtually any substrate in numerous sizes complimented with digital die cutting.

We can be your single resource to effectively launch retail in-store promotions and drive store traffic. As your partner, we can produce your entire job, from creative and concept development to print, distribution and installation.

Your deadlines are our priority. Rapid turnaround and last minute changes are no problem. FPC's large format printing is fully digital, which enables us to turn your projects around faster and make changes painlessly. At FPC, we want to be your one source for all of your large format requirements.

and digital capabilities

Finish faster with our Indigo digital presses. Make short runs profitable with affordable short-run digital printing, while getting personal with your customers. You get rich, vibrant color prints at 800 x 800 dpi and 180 lpi.

We can customize all your printed pieces to meet your marketing demands—every piece to each customer can be unique and deliver its own message. The variable data capabilities of digital printing let you improve customer satisfaction through personalized information.

There are countless choices and opportunities that our digital solutions offer. From prepress to finishing, we deliver the flexibility, speed and unmatched quality of the latest in variable data printing technology.



Once your collateral materials are created, the next step is managing them effectively.

distribution & fulfillment

From fulfillment and distribution to warehousing and inventory control, there's a lot to keep up with in the literature development process before a single piece even reaches your customer.

We can provide you a sophisticated system to handle all facets of effective literature management and distribution. Using our warehouse reduces your in house inventory and maximizes your floorspace.

As experts in mailing, we take advantage of all the drop-shipping discounts available by consolidating small and medium size mailings and trucking directly to the closest bulk mail facility to the customer. Your mailing moves smoothly through the mail system and is trackable every step of the way with improved cycle time.

We also offer endless fulfillment options. We can hand assemble customized kits of your materials in custom printed cartons and ship on your behalf.



We got our start as a print and bindery shop, but we have grown into a team that offers highly sophisticated direct marketing capabilities.

Your Fidelity Team



Skip Williams
Chairman & CEO



Randy Williams
Vice Chairman



Jerry Williams
President



Bernard Williams
VP Sales & Marketing



Cathy Williams
Corporate Secretary



Bill Husbands
VP Manufacturing



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Communications



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