

## THE LAWTON ADVANTAGE

### 1 Prognosticative Outlook

Lawton is adaptable and open to using new technology. We invested in the HP10000 because that is where the future of print is headed. People are looking for short-run, quick turnaround, and high-quality, at a decent price. This technology enables us to meet those needs. We have the experience to know when to move forward.

### 2 Customer Service is Key

Customer Service is our top priority. We want the client to feel like we are wholly invested in their project as much as they are. We have solid procedures set in place, formed by years of experience, that ensure projects are done right, done on time, and done on budget. Our team approach means there is always someone looking out for you and we have a vested interest in your project from start to finish.

### 3 Dedicated to the Craft

We take pride in our work and we pay attention to the details. We use sustainable materials and practices so that we can keep doing the work that we love to do. We do the job right, with quality, and don't take shortcuts. We are FSC certified and environmentally conscious.

### 4 Committed to the Community

Supporting nonprofits that are vital to our community is important to Lawton. We started in Spokane in 1940 and we are committed to this area.

## WE LOVE OUR CITY

### Community Involvement

Since 1940, Lawton Printing has been a proud member and supporter of the Spokane community. We have worked with many non-profits throughout the community during that time. Some of our current partnerships include the Spokane Guilds' School, the Rypien Foundation, as well as the Catholic Charities and the Vanessa Behon Crisis Nursery. We truly enjoy being a part of such a thriving community and are looking forward to the years ahead!

## WE LOVE OUR PLANET

### Environmental Responsibility

We recognize the need to promote environmentally friendly printing techniques. We encourage environmental practices from the design stage through the finished product. Lawton has been Forest Stewardship Council® (FSC®) certified since 2009.

## OUR SERVICES INCLUDE:

### Personalized Print

Variable data technology allows us to print statements, personalized mailers, offers and more. Create different target 'personas' and use personalized print to create individual offers for each.

### Print and Finishing

This is where it all began. Since 1940, Lawton has been your one-stop for quality print and finishing options, including folding, stitching/binding, die cutting, coating, embossing and more.

### Direct Mail

Don't manage multiple partner relationships. We process nearly 1.5 million pieces of presorted marketing mail each year for our clients. With in-house direct mail, we handle all back-end processes including address checking and update, addressing, postage management and USPS compliance.

### Promotional Products

Need branded promotional products or apparel for your team for sales calls and trade shows? As members of the Advertising Specialty Institute, we have access to thousands of products to fulfill your needs.

### Brand Client Portals

We offer branded portals to streamline the buying process for clients. Or, use your portal as a storefront where employees or clients can order branded merchandise and apparel.

### Client Service

If we're known for anything, it's the highest level of client service. Don't trust your projects to an anonymous online printer. Let us help guide the process, offer hands-on design advice and support, just like we've been doing for nearly 80 years.

### Marketing Strategy

No designer, or your creative team has too much on their plates? Our creative team helps clients bring your projects to life.

### Web Design and Hosting

Since 1995, we have been designing websites for local businesses and Chambers of Commerce across the country. Let us put that expertise to work for you with design, hosting, mobile optimization, SEO and more.

A special thanks to Mohawk Paper Co.



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Let the LAWTON ADVANTAGE bring your brand to life

LET'S GET SOCIAL

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*Lawton Printing*

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