





“I never experienced a reaction like this! Cipher Creative designed the poster for our production of A Midsummer Night’s Dream. As we posted them throughout the community, we were repeatedly asked, “Can I have one?” Yes, this is great art, but just as importantly, it’s effective art. We drew our biggest audience in 20 years.

– Laura Sheehan  
Capital Classics Theater Company

“Nobody does it better than the Cipher Creative team when it comes to matching message to mission through the best in design and project management. I am most proud of the work Capital Workforce Partners has done with the “007” guidance and precision of Cipher Creative.”

– Sandra Rodriguez  
Capital Workforce Partners

How can we help you?



# Stafford Printing

Our client wanted a promotional piece to celebrate their 25th anniversary—one that would demonstrate the full range of their capabilities. They wanted a brochure that was flexible and customizable for individual clients.

Stafford Printing's owner, Howard Owen, came to us for the project because he'd seen our work and knew that we understood what's possible with digital printing.

So we designed a direct-sales piece that Stafford's sales team can produce, assemble and customize, on the fly, for each client meeting. "Redefined" demonstrates the high quality of digital printing, with extras like die-cuts, metallic papers and hand assembled elements that make each book special.

Feedback from our Stafford client and their customers has been fantastic, according to Howard. "I took it to one guy, and he absolutely loved the creativity and the idea of what can be done with a digital press. On the spot, he ordered a job based on that piece."

Perhaps the best commentary we've heard about "Redefined" is that we managed to make the difficult look easy. And that's a key part of Stafford's marketing message, Howard says: "The project could not have been any easier. And people are blown away when I say, 'This was easy.'"

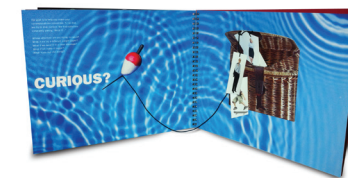
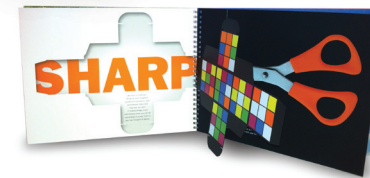
## About Stafford Printing

Established in 1987, Stafford is more than simply ink on paper. This Virginia-based, full-service communication provider offers digital, offset, wide-format and variable-data printing, plus finishing, laminating, folding and fulfillment.



"I wanted something that I could deliver to a customer or prospect and have a conversation about 'Look what Stafford Printing can do, look what's possible on an HP Indigo, and look at all the substrates.' I'm not a salesperson by nature. I need props. And Chris and team delivered."

—Howard Owen, owner, Stafford Printing



# Utopia

You've probably received a marketing piece customized with your name on it. It's a simple trick of technology, but it doesn't even scratch the surface of what smart marketers can do with variable-data digital printing.

Our innovative marketing brochure for Appleton Coated Paper was truly one of a kind: Every piece in a print run of 12,000 copies carried a unique cover. Working with the client, we set two goals for the project: First, to showcase how Appleton's Utopia and Curious paper brands shine in digital printing. Second, to demonstrate how design and data can blend to create creative and effective results.

Our design for the brochure cover included an array of eye-catching photos

assembled into a pattern. The trick? The images changed position on each individual cover. We chose a collection of about 50 images that rotated through the diamond-shaped frames on the cover. We built a simple Excel spreadsheet that assigned each photo to each frame, shifting the sequence for every cover that ran through the press.

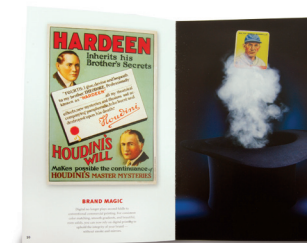
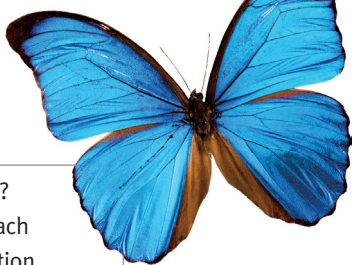
The cost of producing 12,000 unique brochures? Not much more than printing 12,000 identical copies.

Our client Ferkó Goldinger, advertising and promotion manager at Appleton Coated, tells us that customers "rave about" the piece.

*"Chris and his team at Cipher were able to take subjects daunting to most creative firms—data and variable-data printing—and create a printed promotion that inspires and educates."*  
— Ferkó Goldinger, Appleton Coated advertising and promotion manager

## About Appleton Coated

Appleton Coated offers a range of quality coated papers for publishing, marketing, packaging and printing, both conventional and digital. Appleton's brands include Utopia, a line of coated papers ranging from high-end Premium to hardworking value grade Utopia Three, and Curious, a collection of metallic, translucent and intriguingly textured paper stocks.





# Dscoop 8

We've developed promotional materials for the Dscoop conference for the past 7 years, and have helped the event survive and thrive during tough economic times. Our soup-to-nuts work on the conference covers everything from developing the annual theme and graphic identity, to creating digital marketing assets (e-mail marketing, website and presentation design), print promotions and attendee materials, a full suite of onsite signage and, new for 2013, a conference video. (In fact, our video production proved so popular that many attendees requested copies that they could use in their own promotional efforts.)

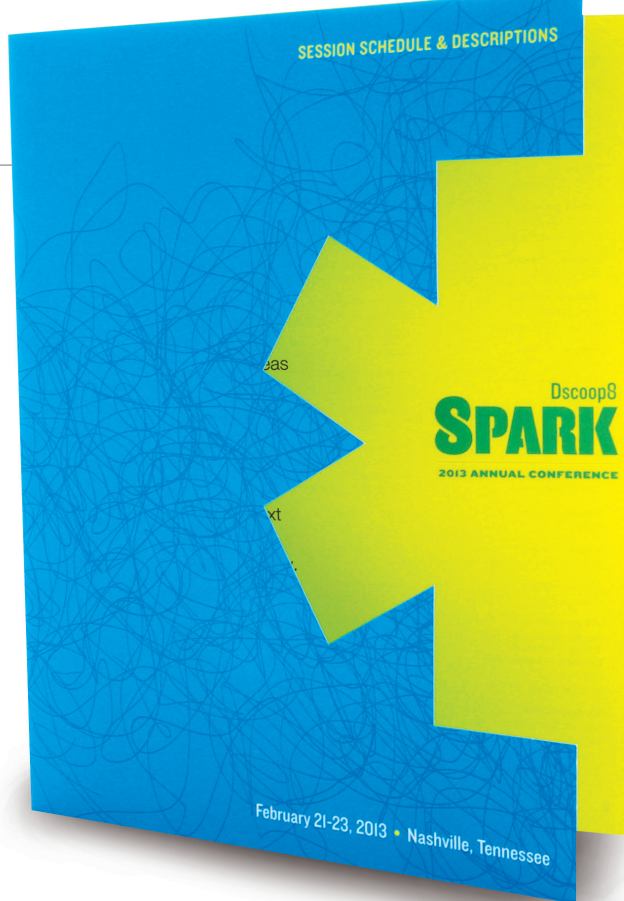
In addition, our conference campaign is a showcase of all the high-quality printing and cool production techniques

that HP digital printing enables. We recommended a vibrant color palette for the Dscoop 8 identity—the key colors, cyan and yellow, are foundational colors in printing.

Our work with the Dscoop conference allows us to explore the latest printing trends and cross-media marketing techniques. Thanks to this great client relationship, we've honed our expertise in variable imagery and data, PURLs (personalized URLs) and other digital marketing tools. And we're ready to bring that expertise to your next project.

## About Dscoop

Digital Solutions Cooperative is a global network of printing professionals who own and operate HP Indigo and HP large-format digital presses. Dscoop offers networking opportunities, educational programming and shares best practices among members. The Dscoop annual conference is the group's most important activity, with 2,000 attendees from nearly 40 countries and a trade show with almost 100 vendors.



Mark Sarpa, Dscoop's North American Chairman, offered some terrific feedback on our collaboration: "Over the years, I've worked with a lot of designers, and Chris is a great active listener, which is challenging. He's not obsessed with putting his own stamp on something; he's very concerned about doing work that's effective. That, to me is very important."





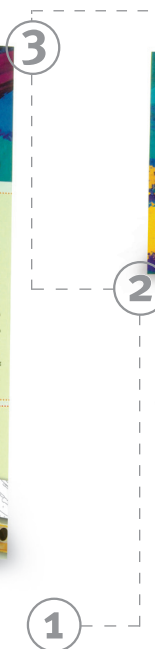
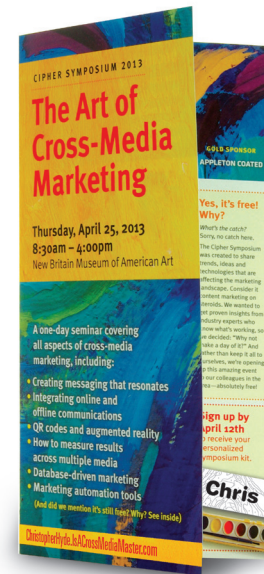
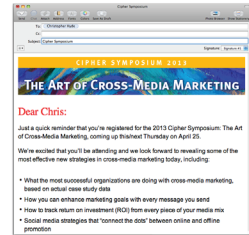
# Cipher Symposium

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