

201 South Oxford Avenue
Los Angeles, CA 90004

First Class
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INDICIA INFO



“Will they deliver what they promise?”

“Will they stay on top of the details?”

“Will they handle whatever I throw at them?”

If you're asking yourself the same questions every time you buy large-format graphics, here's the answer...



Store Photography: Rick Brian Lifestyle Photography: George Simian

Find out how to make your large-format graphics a breeze every time.

It starts with your FREE Large-Format Technology Reference Tool. Details inside.

Put the "Can-Do" Team to work on your next large-format project.

Your time and energy are too valuable to waste. So when you're ordering large-format graphics [signage], call the team you can trust to solve your toughest problems—GP Color Imaging. You'll get your project on time, done right and with no hassles—every time.

At GP Color, it's "no-problem" all the way.

For 31 years, we've built our business satisfying the most demanding clients and meeting the toughest imaging challenges. At GP Color, you'll find a wide range of leading-edge technology—from film processing and custom graphics design to digital imaging and color output to mounting and laminating.



Could your digital imaging service

do this?

GP Color did.

Catch the red-eye

Friday in Los Angeles. Trendy shoe retailer skechers needs 14 prints mounted and delivered Saturday morning—in New York. Commercial

Don't take our word for it— See what these professionals have to say about GP Color Imaging:

"The materials were produced in a very short time frame (overnight) to our exact specifications, completely flawless and on time. It is refreshing to work with a professional of your calibre. Thanks again."

*John Navarro
Vice President, J.R. Navarro & Associates*

"GP Color has always done well for us, whether producing a 35mm slide or a 20-ft. banner. We look to GP for help with our artwork and the best possible way to produce and present it. . . . I look forward to an even longer relationship!"

*Brenda P. Guttman
Director of Creative Services, Warner Bros.
Consumer Products*

"Just wanted to say a few words about your driver. . . . He goes above and beyond the duties of most drivers. If our packages are not ready at the usual time, he will take the time to call our department to let us know he is here. He demonstrates initiative by picking up packages that I have forgotten completely and has really saved us some headaches. This kind of service and dedication has been invaluable."

*Lucie Lee
[need title], Market Research Photography, Mattel*

"I just wanted to send a note to say Thank You! You truly saved me! Please tell all the people who worked so hard on this project that we are in their debt and appreciate all their help!"

*Christine [need full nam
[and title], Mustang Advertising*

"Good communication, quality color, attention to detail, and realistic scheduling proved that GP Color was the right choice for this project. You all worked as if you were an extension of our team!"

*Karen Sundgren
[need title], Sundgren Design
and La Agencia de Orci*

"You have constantly gone out of your way to help me, far more than any other vendor I have used. . . . I know that if I give you a job to do, that's the last time I have to worry about it, end of story."

*Howard L. Kohn
Senior Vice President, Santa Monica Pictures*

"I want to commend you for your great service and excellent work. You are always knowledgeable and quick to return phone calls. And you take an active part in looking at each job and helping us decide what will work best."

*Jill Oldenburg
Senior Account Executive,
Schneider/Newman Public Relations*

"The 26 enlargements you produced turned out fabulous. Considering the tight schedule we were working under and the variety of projects you were handling for us, this was truly a commendable feat. . . . I've always been pleased with your service on our smaller projects. I can't tell you how ecstatic I am you've proven you can really come through on the big ones as well."

*Vikki Sung
Account Executive, Adville/USA*

"Your pleasant 'no-problem' attitude and your personal follow through on all our orders are much appreciated. Even more, I value your willingness to go the extra mile. . . . I'm writing to thank you for service above and beyond what one might reasonably expect."

*Dana Henninger
Manager, Worldwide Operations, Playboy
Entertainment Group*

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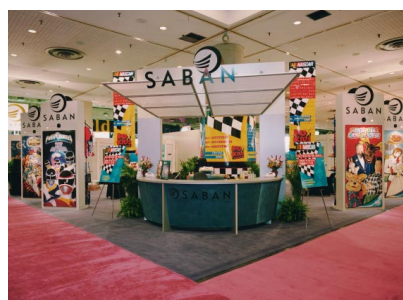
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And you'll find more—a Can-Do attitude and the experience to get your job done right—no matter how tight your deadline or how complex the details.

When it comes to meeting deadlines, expect the impossible.



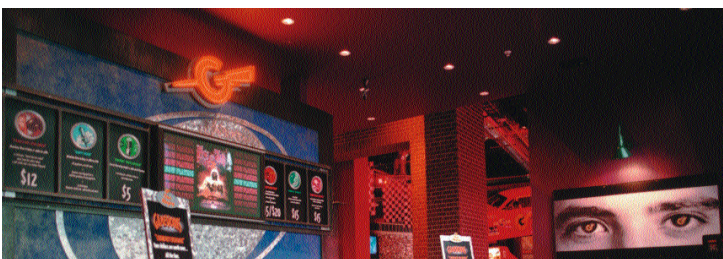
When you turn your project over to GP, you don't have to worry about "project managing" it. You can count on a knowledgeable and competent team to pay attention to every detail of your job.

Their expertise and care virtually eliminates the time-wasting errors that can throw a project off schedule. In fact, "fail-safe" quality control is built right into our system, so every job is completed error-free—including yours.

What's more, because you'll never find an inexperienced skeleton crew holding down the fort after 6 p.m., you can expect to meet even your tightest deadlines. Every staff member understands the urgency of your projects and has the commitment and competence to solve your large-format problems. That's how we can bring you this guarantee:



Once your job enters the system and you sign off on specifications and schedule, **it's right and on time, or we fix it FREE.**



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Friday in Los Angeles. Trendy shoe retailer Skechers needs 14 prints mounted and delivered Saturday morning—in New York. Commercial couriers only promise Monday morning delivery. The GP Color expediting team stays with the project until they find the solution: a commercial flight. The mounted prints arrive on time, Saturday morning.

Fumble recovery

Monday morning. M1 Agency needs 6 30" x 40" mounted Lambda prints by Tuesday morning and promises an electronic file by 10:30 a.m. Unfortunately, the file does not arrive until 9 p.m. that night. Worse still, there are problems with the file. To stay on schedule, GP Color's pre-press specialist reaches the client at home and talks through the problem. The project is completed and delivered on schedule Tuesday morning.

Working weekend

Friday afternoon. A frantic call from The Growth Group Management Consultants—with a major presentation due Monday morning. Working over the weekend, the GP Color team creates 69 slides—everything from text to complex bar charts—all based on handwritten notes. Monday morning the relieved client receives the entire presentation of 69 slides and 30 77-page books.

The Dawn patrol

Thursday evening 6 p.m. A panicked executive at Fox Broadcasting calls. His boss has just asked him to deliver a presentation to the Senior Vice President and four department heads at 8 a.m. the next day. Can GP Color create, laminate and mount 8 graphics by 7 a.m.?

No problem. A messenger is dispatched to pick up his files. The files arrive by 8 p.m. The digital department outputs 8 Inkjets. At midnight the Inkjets are dry enough to be laminated and mounted on 1/2" Black Gator. At 2 a.m. the 8 graphics are packaged for a 6 a.m. delivery—a 12-hour turnaround.

Long distance operator

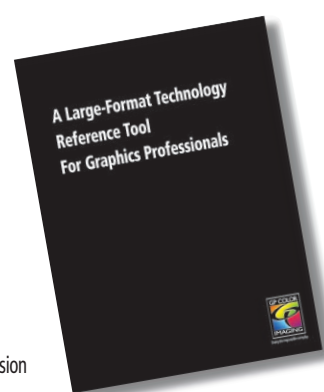
Wednesday 4 p.m. Sports advertising agency NBBJ urgently needs slides created on our Sapphire from a disk. The slides must be Federal Expressed to Dallas for arrival no later than 9 a.m. the Thursday

Find out how to make your next large-format graphics project with your FREE Technology Reference Tool. Simply answer the questions below and mail today!

Or, for faster service, call 1-800-2-GP-COLOR (1-800-247-2656), FAX this form to (213) 387-5542, or email your request to techsampler@gpcolor.com

- How many times a year do you create new large-format graphics?
 - Never
 - 1-2
 - 3-6
 - 7-12
 - 13-24
 - 25+
- What is the total quantity of large-format graphics you create per project?
 - 1
 - 2-10
 - 11-25
 - 26-50
 - 51-100
 - 100+
- How soon do you think you will be creating new graphics?
 - Immediately
 - Within 1 month
 - Within 2-5 months
 - Within 6 months
 - Other _____
- What size graphics do you create most?
 - _____ x _____
- What are the greatest challenges you face in your work? (please select 2)
 - Determining the best technology
 - Meeting deadlines
 - Budget constraints
 - Work overload
 - Quality control
 - Improving the quality of my graphics
 - Making the right creative decision
 - Other (please specify below) _____

<Sample A. Sample>
 <Sample Title>
 <Sample Company.>
 <1234 Street Name>
 <City, ST 12345-6789>



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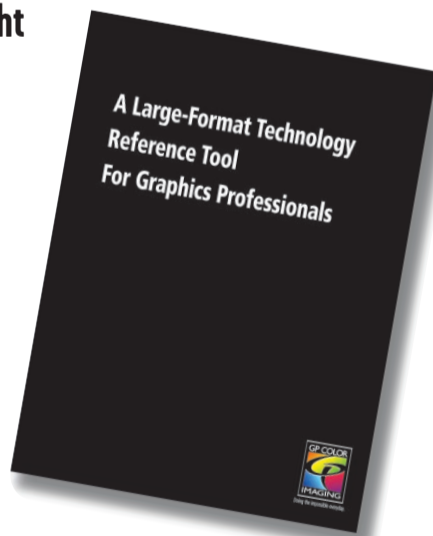
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Take the guesswork out of selecting the right large-format process. Request a FREE Large-Format Technology Reference Tool.

Selecting the right process for your next large-format project is too important to leave to chance. With this valuable guide, you can prevent problems before they start! It's packed with useful information to help you compare the complete range of GP Color large-format technologies, and designed to help professionals like you choose the one that's right for your specific needs.

This FREE tool is our way of showing you the commitment and expertise of GP Color Imaging to making your job easier. Request yours today.



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Make Large-format process selection easier than ever. Request your **FREE** reference tool today!



NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

BUSINESS REPLY MAIL

FIRST-CLASS MAIL PERMIT NO 73905 LOS ANGELES CA

POSTAGE WILL BE PAID BY ADDRESSEE
GP COLOR IMAGING
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LOS ANGELES CA 90004-9831

