

**Open to change.**



**The Hamblin  
Company**

*Marketing Solutions  
through Integrated  
Communications*

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# Open to change

In life, the “same-ole-same-old” can be boring and limiting. In business communications, it can be disastrous. Routine thinking leads to hackneyed sales messages... Stale marketing strategies... Clichéd design... Half-hearted campaigns... Ho-hum results... Slumping profits... The fact is, what worked yesterday won't work today. Every new marketing challenge, large or small, calls for fresh, energetic thinking and superb resources. That's what The Hamblin Company is all about: creative, original, relevant, results-driven communications.

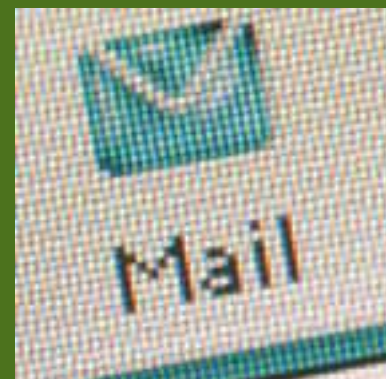
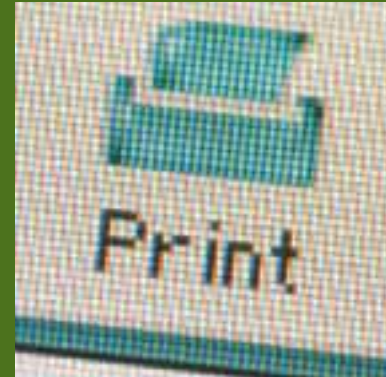


# 1

**change**

**What we do  
doesn't matter.**

It's not about us. It's about you. At The Hamblin Company, we never lose sight of the fact that your business is our business. That means we focus intently on your objectives. Your products. Your customers. Your markets. Your challenges and opportunities. Your concerns. Your success. And we know that our services are important only insofar as they serve your needs, enhance your business and further your goals.



A woman with dark hair, wearing a green turtleneck sweater and headphones, is looking down at a small blue mobile device she is holding in her hands. The background is plain white.

# change 2


**We're not here to  
save you money.**

We're here to listen. To discuss. To think strategically. We're here to challenge assumptions. Create impact. Generate customer response. Take the big view. Help you capture market share. In other words, we're here to help you meet—and surpass—your goals in the most memorable and effective way possible. Sometimes, thanks to our full-spectrum services and state-of-the-art technology, we'll find ways to save you money on a project or a campaign. But other times, we'll encourage you to do more, think bigger, reach further. Always with your ultimate success in mind.



change

3

A close-up photograph of an elephant's face, focusing on the intricate, wavy patterns of its skin. The texture is highly detailed, with various shades of brown and tan. The elephant's eye is visible in the upper left, and its trunk is partially seen at the bottom. The lighting is soft, highlighting the natural beauty and complexity of the animal's skin.

**We're here to make  
you money.**

When you succeed, we succeed. Serving our customers is what we live for. Unlike some of our competitors, we don't see the world in terms of "us" and "them." When you become our client, we become your partner. Period. As an extension of your marketing and communications staff, we drive ourselves to come up with solutions that are powerful, persuasive... and profitable for you. And because our technology is so superb and our staff is so experienced, our thinking is never shackled by limited options and narrow possibilities.

# Thriving on change

## Starting small, thinking big, growing fast.

In 1974, graphic artist and printing specialist Ray Hamblin took out a \$10,000 loan, hired a part-time employee and transformed the basement of his home into the headquarters of a printing company. Within a few years, he had a sterling reputation, a fast-growing client list, and a rapidly expanding facility in Tecumseh, Michigan. Today, more than 30 years after its founding, The Hamblin Company is bigger and better than ever—powered by the latest equipment, a full array of integrated services, and the talent of more than three dozen marketing, communications and printing specialists.

## Our business plan is simple but profound.

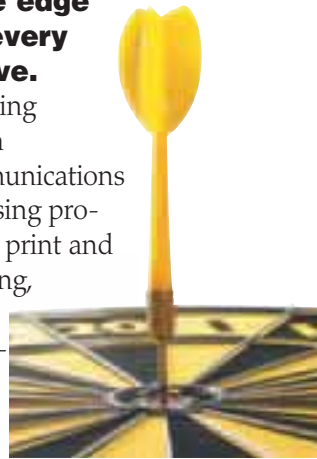
It's the same one we started with more than 30 years ago. We're intent on helping you succeed. That goal dictates every decision we make, every service we develop, every piece of equipment we purchase, and every person we hire. In 1994, we were one of the first to go digital with electronic pre-press services. In 1998, we added start-to-finish mailing and fulfillment services. We hired Web Masters. Allied ourselves with expert language translation services. Recruited some of the best Account Managers around. All to help you achieve your objectives.

## Great people yield great results.

The walls of our company are lined with awards. Those plaques and certificates are a tribute not only to the quality of our work but the quality of our staff. Graphic Designers, Media Planners, Account Managers, Marketing Strategists, Web Experts, Printing Specialists... we hire the best and encourage them to do their best at all times. As a result, we have an incredibly low turnover rate. Our clients have an incredibly high success rate with their marketing communications. And if you look closely at our walls, you'll find two recent Best of the Best Workplace in America Awards.

## A competitive edge for us... and every client we serve.

Providing marketing solutions through Integrated Communications including advertising programs, design for print and electronics, printing, direct mail and customized distribution. We take pride in being a company that defies easy description. The advantage to you? A wide array of time-tested services that assure consistent, uncompromising quality... and a completely customized, focused, optimum solution for all of your communication needs.



### **How can we help?**

You tell us. It could be a concept session for a direct mail campaign. Design services for a sales brochure. Architecture for a new web site. Strategies for a product launch. Or a careful review of your entire marketing plan.

Whatever it is, it starts with a telephone call to The Hamblin Company at (800) 274-0016. And it will take you wherever you need to go. To innovative thinking. On-target marketing communications. And a partnership that enables you to make change work for your advantage.

Join the **change.**

