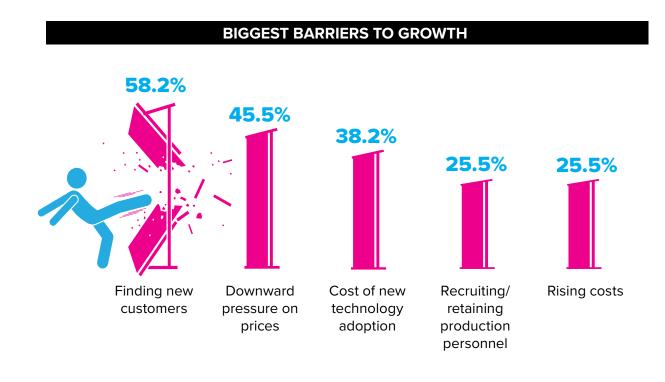
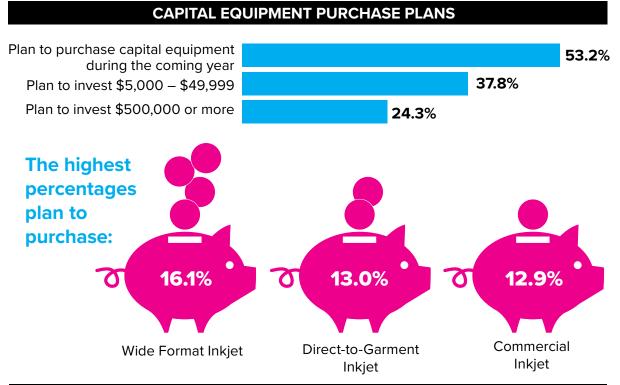
## COMMERCIAL PRINTING SCORECARD







## STRATEGIES FOR BUILDING COMPETITIVE ADVANTAGE

Lean manufacturing/ continuous improvement 80.9%

Improve customer service 63.4%

Maximize value of current customers 61.0%





## TOP FACTORS IN THE CAPITAL EQUIPMENT PURCHASE DECISION







Durability of equipment



Brand name/reputation

42.4%

Range of capabilities