



CREATING CUSTOMER-DRIVEN
SOLUTIONS

QRG
QUALITY-RESOURCE.COM



Hello,

Welcome to QRG. As president, I'm proud of the work we do and how we go about doing it. Since 1964, our company has been deeply rooted in our core values: professionalism, perseverance, doing the right thing, caring, and reliability. Making a positive impact in each of the nine communities our offices are located, and beyond, is a key component of our guiding principles. We strive to do BrandGood™ and help our clients to do the same.

Our talented professional teams focus on delivering solutions by drawing on experience in technologies, sound business practices, and innovation. Our size and breadth offer unique benefits for your business in ways few companies can match. Ask us how we can help empower your brand and engage your audience through a unique combination of e-commerce, made-to-order product solutions, and in-house distribution.

Our business success depends on collaboration with clients, business partners, and suppliers. We are committed to understanding business needs and expectations. Our team is dedicated to nurturing strong, mutually beneficial, long-term relationships.













We're excited to learn more about your business and the challenges you face. Our team is ready to help you flourish.

Thank you,

Todd Pottebaum
President



TABLE OF CONTENTS

	About Us _____	3
	Commercial & Digital Print _____	5
	Branded Merchandise _____	7
	Identity Apparel _____	9
	Awards & Recognition _____	11
	Incentives _____	13
	Signage _____	15
	Direct Mail & Data Management _____	17
	Creative Services _____	19
	Corporate Events _____	21
	E-Commerce _____	23
	Warehousing & Fulfillment _____	25



PARTNER

CONSIDER US YOUR



EMPOWERING BRANDS ENGAGING PEOPLE

QRG is a customer-driven, single-source commercial printer, branded merchandise agency, and direct marketing firm tailored to meet your business goals. Our corporate identity solutions create deep connections with a lasting impact on your audience. We turn clients into partners by consistently providing cutting-edge ideas, innovative technology solutions, first class customer care, and cost saving alternatives.

OUR MISSION

To provide reliable, responsive, and results-oriented services to help you grow your business.

OUR DIFFERENTIATORS

Unique Customer Experience

A proactive team approach that allows our clients to add staff without increasing payroll.

Innovative Resources

- Creative Services
- Branding Strategies
- Extensive Product Selection
- Customized Packaging & Fulfillment
- Advanced E-commerce Platform

Core Values

- Professionalism
- Perseverance
- Caring
- Reliability
- Doing the Right Thing



PRINTING

SOLUTIONS

MADE EASY



MORE **OPTIONS** MORE **OPPORTUNITIES**

We are a full-service print management company tailored to meet your business needs. Commercial printing is about consistently hitting brand standards. Business documents are the heartbeat of internal operations. Design, mailing, and warehouse services are often critical to the success of projects. Expect exceptional services, high-quality products, and cost-effectiveness from our enterprise solutions.

- Print Management
- Direct Marketing
- Creative Design
- Variable Data Printing
- Vendor Managed Solutions
- Complete Bindery Services
- Fulfillment & Distribution
- Stationery & Business Cards
- Brochures & Flyers
- Newsletters
- Postcards
- Labels & Decals
- Plastic Cards
- Marketing Collateral
- Catalogs & Manuals

IMPRESSION

MAKE A GREAT





LIVE YOUR BRAND

We are a full-service branded merchandise agency specializing in audience engagement. We craft unique experiences that make lasting impressions and place your brand at the center of your audiences' daily lives. Real-world lifestyle product placement turns users into brand ambassadors. Our campaigns promote brand awareness, enhance reputation, and increase loyalty.

- Attract New Customers
- Encourage Repeat Business
- Increase Brand Awareness
- Inspire Customer Loyalty
- Establish Name Recognition
- Motivate Sales Staff
- Commemorate Special Events
- Launch Products, Programs, & Locations
- Promote Safety, Teamwork, & Productivity
- Connect People with Your Values & Mission
- Reward Behaviors
- Simply Say, "Thank You!"

BRAND YOUR CORPORATE
IMAGE





APPAREL **DESIGNED** TO WORK

Stylish apparel featuring on-trend decoration take uniforms from “have-to-wear” to “love-to-wear”. Identity apparel provides recognition and security for customers and creates powerful internal branding with employees. Our apparel programs provide easy ordering for employees, team budgeting allowances for managers, and ultimate financial control. Bring your brand to life with custom corporate apparel and uniforms.

- Custom Decoration
- Popular Styles
- Flattering Fits
- On-trend Colors & Textures
- Retail Brands
- Price Point Options
- Performance Fabrics
- Snag-Resistant Fabrics
- Die Sublimation
- Custom Garment Modifications
- Cut-and-Sew Capability
- Team Visibility



MOTIVATES

RECOGNITION THAT



CREATIVE & **IMPACTFUL** RECOGNITION

Companies that use recognition as a management tool have more engaged and loyal employees. Engaged workplaces have lower turnover, higher customer loyalty, and are more profitable. Industry research shows that engaged employees are 38% more productive than disengaged workers. Our recognition experts can help you maximize your team's potential.

- Lower Turnover
- Greater Productivity
- Increased Job Satisfaction
- Talent Retention
- More Profitability
- Positive Culture
- Inspired Activity & Innovation
- Better Wellness & Less Downtime
- Higher Customer Satisfaction

INSPIRE

INCENTIVES THAT





INVOLVE & ENGAGE WITH INCENTIVES

Merchandise awards offer a greater motivational impact for the investment dollar than cash incentives. Cash awards are perceived as compensation and become expected as income. Cash quickly disappears into the family budget making the reward aspect easily forgotten. For greater ROI consider merchandise incentives. They are perceived as an opportunity to earn something that might normally be considered unattainable or an unjustified expense. They are viewed as a true reward for special achievement and serve as a long-lasting reminder of outstanding performance. Our incentives experts can help your sales team maximize customer loyalty.

- Sales Incentives
- Client Gifts
- Service Awards
- Employee Recognition
- Thank You Gifts
- Build Customer Loyalty
- Improve Morale & Productivity
- Create Memorable Experiences
- Provide Ongoing Value

EVERYTHING

VISUAL IMPRESSIONS ARE



CREAM
CITY
ROASTERS





STAND OUT FROM THE CROWD

Our signage solutions ensure your message and branding are clearly conveyed. We provide a wide variety of signage to fit your needs. From floor to ceiling and windows to walls, we have the technology and experience to provide you with a total solution.

- Full Color Digital Graphics
- Literature Racks & Stands
- Trade Show Displays
- Point-of-Purchase Displays
- Vinyl Lettering & Window Graphics
- Commercial Site Signs
- Banners
- Floor Graphics
- Tents
- Table Covers
- Backlight Signs
- Large Format Images
- Vehicle Wraps
- Sail Signs & Flags
- Dimensional Signage



IMPRESS

MAILINGS THAT



ENGAGE & INSPIRE WITH DIRECT MAIL

Our state-of-the-art creative services, data management, printing, imaging, inserting, and mailing technologies combine into a seamless customized solution. Our reputation has been built on leading the industry with concepts that produce measurable results. If you need fresh ideas, you've come to the right place.

- Complete Turnkey Solutions
- Data-Driven Solutions
- Data Processing/CASS/NCOA
- Intelligent Inserting/Perfect Matching
- Targeted Marketing
- 1:1 Marketing
- Dimensional Mailings
- Mail Stream Visibility
- Self Mailers
- Postcards
- Unique Offers
- Multi-Channel Marketing



MAKE YOUR
VISION
A REALITY



FROM CONCEPT TO COMPLETION

We help build authentic brands that elevate and differentiate. Our staff of expert designers will help you achieve your vision by creating a cohesive brand experience across every touchpoint. Your brand is more than a logo, tagline, and style guide. It's your identity. Let us offer each project the individualized attention and care it deserves.

- Award-Winning Creativity
- Marketing Collateral & Support
- Corporate Identity Programs
- Brand Management
- Graphic Design
- Logo Creation
- Visual Identity
- Photography

EVENT

BE THE MAIN





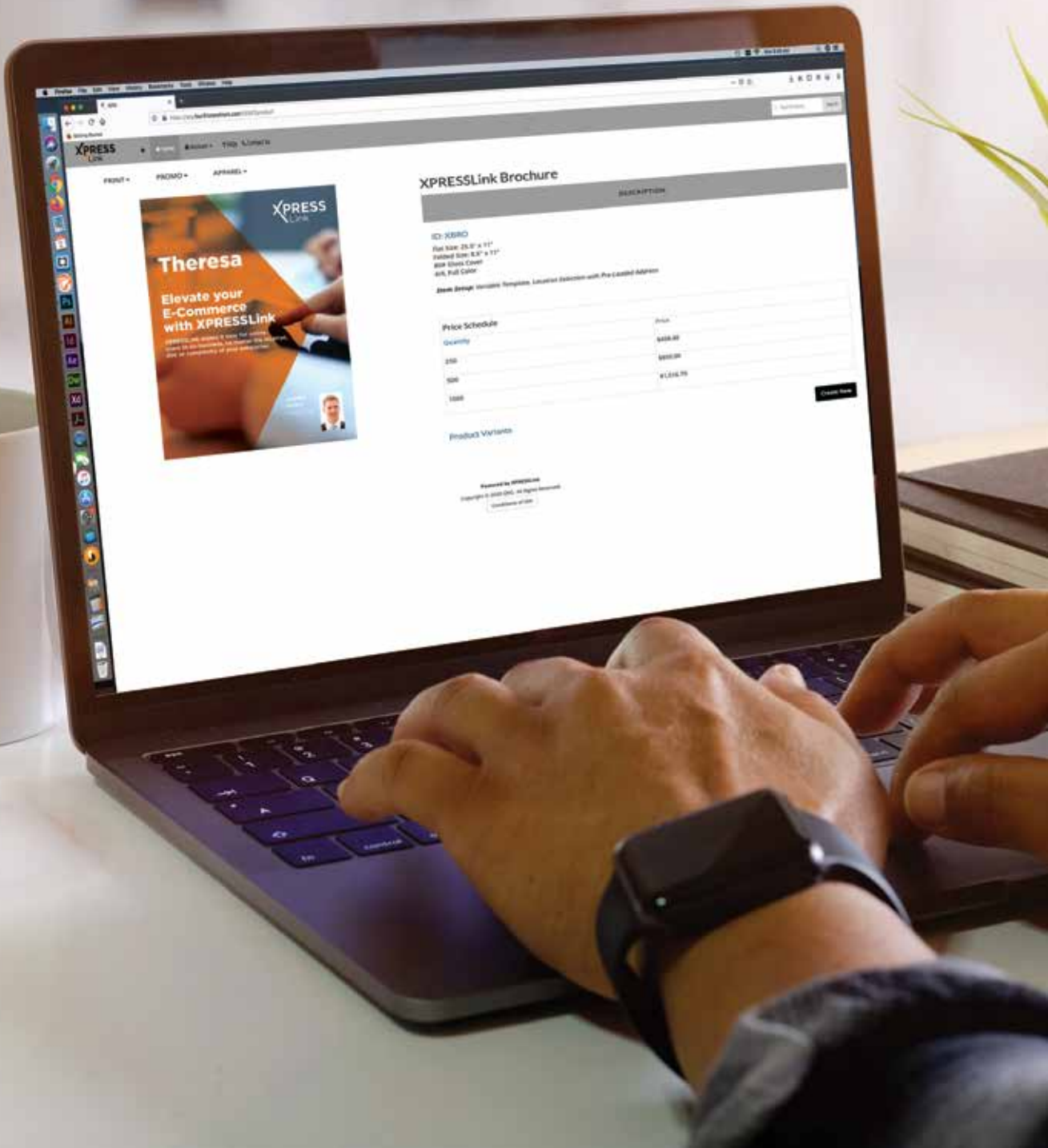
CONNECTING PEOPLE WITH YOUR **BRAND**

Proudly display who you are and what you represent with our stunning and creative event services. Connect with your customers in bold and exciting new ways at your next trade show or event. Whether you need personalized name tags with custom badge ribbons or an entire booth system, we will guide you to the right solution.

- Welcome Kits
- Name Tags & Holders
- Horizontal Badge Ribbons
- Vertical Tail Ribbons
- Roll Ribbons
- Lanyards
- Event Signage
- Booth Displays
- Outdoor Displays
- Table Covers
- Banners & Posters
- Other Marketing Materials

ON DEMAND

MARKETING





XPRESS Link

CONNECTING EVERYONE & EVERYTHING

XPRESSLink is revolutionizing the way corporations support key marketing areas and maintain brand compliance. Your customized e-commerce portal will improve speed and flexibility.

- **Faster, Easier, Better**
Utilizing cloud-based technology, we manage the complexities of your operations while dramatically reducing costs.
- **Robust Capabilities**
Our robust features are set to accommodate the ordering requirements of any customer or user in any channel.
- **Enterprise Solutions**
XPRESSLink provides the right tools and services to create solutions for all of your ordering and order management business challenges.



STREAMLINED ORDER PROCESS
Print, Promo, Premiums, & Piece of Mind



REDUCE COSTS
Hard & Soft Dollars



EASILY SCALABLE
Across Departments, Branches, & Franchises



MANAGED

YOUR INVENTORY

QRG
QUALITY

QRG



BRAND, KIT, PACKAGE, & SHIP

Effective and efficient inventory control is a science. As your single-source solution for printed collateral, branded merchandise, and marketing supplies, we minimize waste and ensure on-time delivery. Real-time inventory, online order entry, kitting and fulfillment, and worldwide distribution provide you with peace of mind. Schedule regular deliveries or request delivery on demand. Complete support designed around how you do business.

- Fulfillment Services
- Inventory Control
- Pick & Pack Programs
- Personalized Usage Reports
- Kit Assembly
- Local Delivery
- Customized Packaging
- Small Package & LTL Services

DO BRANDGOOD

At QRG, we live our brand. A big part of that is doing BrandGood™. BrandGood™ is the business of benevolence. It's creating a new way for organizations to brand themselves while helping the communities in which they serve. As part of our BrandGood™ program, we have initiatives surrounding three pillars: DoGood (philanthropy and service), FeelGood (employee wellness), and LiveGood (social and fun). Our BrandGood™ initiative, and everything we do, is based on our core values. Many of our BrandGood™ activities are centered around our partners' causes. We create experiences that strengthen brands, client relationships, and employee loyalty. Just ask if you'd like to join one of our projects or would like our help creating your own.



DoGood



FeelGood



LiveGood



QRC CORE VALUES

QRC was founded in 1964 by industry professionals who believed in providing greater value by reducing administrative and corporate burdens. We share these savings with our clients, our teams, and our investors. We operate under a simple yet profound theme of “Common Goals and Shared Success”. This model continues to work more than 55 years later and is reflected in our core values.

Professionalism - We measure ourselves against the highest ethical standards. We set high expectations and always act with integrity. We hold ourselves, our colleagues, our suppliers, and our company accountable for results and strive for continuous improvement.

Perseverance - Clients trust us with their most important asset, their brand. We take that seriously. Our teams dig deep to understand the mission and values behind your brand, find solutions, and deliver exceptional results.

Doing the Right Thing - We value the trust our clients place in us and act in their best interests. Our teams progress with authenticity and honesty. We put ourselves in the other person’s shoes and actively make things right.

Caring - The passion and energy we bring to our work includes making sure our clients, suppliers, and teams feel appreciated and valued. We actively listen with respect, respond with humility, and act with thoughtfulness in order to provide unparalleled experiences.

Reliability - We work with urgency, seeking creative ways to solve tough problems. We are relentless in our pursuit of our partners’ short-term goals and long-term successes. Delivering on commitments is our priority.



OUR TOTAL SATISFACTION GUARANTEE

Few companies in the printing and promotional marketing industry actually commit in writing to “total satisfaction” for their clients. We do! We know that when products are manufactured, there are things that can, and do, go wrong. While no one can prevent consequential damages, you should not have to fight to get the product right. That’s our job! We carry the burden so that you don’t have to, regardless of the position of the manufacturer.

In other words, we deliver on whatever you have ordered, no matter what. Here is our commitment, in writing:

UNCONDITIONAL GUARANTEE

QRC unconditionally guarantees all products ordered by its clients to be exactly as presented and ordered without product or printing defects. If for any reason you are not 100% satisfied with a product, we will gladly replace it.

OFFICE LOCATIONS

IOWA

Des Moines Office
4677 121st Street
Des Moines, IA 50323
800.788.6376

Quad Cities Office
300 E. Second Avenue
Suite 306

Muscatine, IA 52761
515.276.9623

MINNESOTA

Twin Cities Office
Corporate Headquarters
12795 16th Avenue North
Plymouth, MN 55441
800.999.3468

Rochester Office
1500 1st Avenue NE
Suite 124
Rochester, MN 55906
507.289.0394

NEBRASKA

Lincoln Office
2120 South 56th Street
Suite 202
Lincoln, NE 68506
402.432.3676

WISCONSIN

Milwaukee Office
5165 S. Towne Drive
New Berlin, WI 53151
800.669.1543

Madison Office
1155 Wilburn Road
Sun Prairie, WI 53590
800.441.6789

La Crosse Office
2845 Midwest Drive
Suite 103
Onalaska, WI 54650
877.897.1050

Wausau Office
219 Ross Avenue
Suite 108 & 109
Schofield, WI 54476
715.803.7557



Commercial & Digital Print



Branded Merchandise



Identity Apparel



Awards & Recognition



Incentives



Signage



Direct Mail & Data Management



Creative Services



Corporate Events



E-Commerce



Warehousing & Fulfillment

QRG

QUALITY-RESOURCE.COM

800.999.3468

ideas@quality-resource.com