



McGRAPHIX
ADVERTISING PRODUCTS

P 302.436.9665
sales@mcgraphixinc.com
mcgraphixinc.com

capability statement

product based advertising



professionally managed, superior results

Built over time, YOUR BRAND holds immeasurable value, representing both the advertising centerpiece of your organization and its public persona. Well managed, brand imagery can greatly enhance your organization's strategic success.

Most consumer engagements offer a great opportunity for product-based advertising. When planning such events, choose McGRAPHIX Advertising Products. At the forefront of the advertising product industry since 1983, we provide a superior customer experience, worry-free productions, an extensive product selection, on-time delivery and competitive pricing. For your assurance, every production is professionally managed to optimize results.

SERVICES: Project and Graphics Management, Printing and Embroidery

TENTS • DISPLAYS • SIGNS

ATTRACT your audience with high quality, large-format, lightweight modular displays. These products stimulate consumer behavior with BIG BOLD BRAND communications. For certainty, we carry the leading lines of high quality American printed & fabricated products.

Event Tents • Sail Flags
Table Covers & Displays
Media Backdrops • Floor Displays
Retractors • Signs • Banners & Flags
Floor Mats

STAFF & EVENT APPAREL

Dress the staff and **ENGAGE** the public with today's performance fashions. From corporate staff and club casual to refined dress, fitness, recreation and trade solutions, we offer you a wealth of options. With decades of industry experience, no matter the reason nor the season, we have you covered in comfort.

- 75 Apparel Brands
- Premium to Value Solutions
- Quality Driven Decoration
- Embroidery & Print Capabilities
- FREE Set-up Specials

PROMOTIONAL

INFLUENCE consumer behavior with distributed logoed products and deliver your brand impressions far beyond the initial consumer engagement. For your success, we offer decades of industry experience, 1,000's of popular and innovative products and U.S. based decoration.

Drinkware • Backpacks • Bags
Towels • Folders • Cards
Writing Instruments • Lanyards
Tech • Travel • Conference
Safety • Fitness • Healthcare



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KEY PERSONNEL

Al McDonald, Executive VP Business Development

al.mcdonald@mcgraphixinc.com

Mr. McDonald has extensive graphic production, project management and client relationship management expertise. This experience is acquired from a career delivering positive outcomes on special event projects for multinational organizations. He currently oversees the development of strategic business relationships and marketing initiatives, while providing proposal development and project management oversight of awarded contracts.

Steve McDonald, Executive VP Operations

steve.mcdonald@mcgraphixinc.com

As a founder of McGRAPHIX Advertising Products, Mr. McDonald has decades of industry management experience. His background includes extensive expertise in multiple industry production applications, prepress requirements as well as information services, IT network and web based applications. He develops our firm's strategic industry alliances, resulting in the growth of the company's production capacities and capabilities. He currently oversees operations, works directly with clients on proposal development and delivers project management oversight of awarded contracts.

Angela Myers, Sr. Graphics Director

graphics@mcgraphixinc.com

Mrs. Myers is a Salisbury University Graphic Design School graduate and has 15 years project management and image development experience. She offers creative image design solutions for client production requirements, while managing both the firm's collaborative industry relationships and marketing initiatives.

DIFFERENTIATORS

McGRAPHIX Advertising Products offers scalable production capacities, augmented with substantial U.S. based industry resources. This adaptive network provides client programs with high quality cost effective productions, adhering to all industry standards.

- Management Level Engagements
- Significant Project Management Expertise
- Significant Industry Capacities
- Value to Premium Solutions
- Proposals Tailored to Clients Requirements
- Prompt Communications
- Quality Solutions & On-time Deliveries
- A Superior Customer Experience

(3) DECADES OF EXPERIENCE

- United States Armed Forces
- Federal, State & Municipal Governments
- Fortune 500 Corporations
- University & Religious Organizations
- Regional Corporate

CREDENTIALS

- SBA & State of Delaware Classification: Small Business
- U.S. Government Publishing Office Registration #070-58783
- State of Delaware Supplier #0000007282
OSD Certification #SBF17121171
License # 2006601485

