

There's the standard approach.  
And then, there's **Standard Modern**



# Above The Standard

State-of-the-art technical abilities integrated with creative services have developed Standard Modern into a company that goes beyond standard printing.

Offering a full spectrum of printing and related services from branding and creating corporate identities to direct marketing, high quality offset and digital print production, fulfillment services, large format signs and banners and promotional products.

**On budget and on time.**

Standard Modern is a certified, woman-owned company, WBENC and SDO. A member of the Graphics Communications International Union, Label #274C. A certified state contractor for Commonwealth of Massachusetts—OFF 44.

Our goal is to take your ideas and bring them to life—brighter, bolder and better than you could have ever imagined.

Quality. Reliability. Creativity.





A large school of blue-striped snappers (Lutjanus fulvus) is shown swimming in a dark blue environment. The fish are mostly oriented in the same direction, creating a sense of movement. In the lower-left foreground, a single fish stands out with its vibrant yellow and black vertical stripes and a yellow head. The text "show your true colors!" is overlaid in the center in a white, sans-serif font.

show your true colors!



A photograph of several umbrellas in the rain. In the foreground, a bright red umbrella is open, its surface glistening with water droplets. Behind it, several black umbrellas are also open, creating a sea of dark shapes. The background is a dark, textured wall, possibly made of stone or concrete, with rain falling vertically in front of it. The overall mood is somber yet striking due to the contrast of the red umbrella.

**be noticed!**



# Above Standard Capabilities

## Production

We know you've invested a lot in your project, that's why we've invested so much in offering the latest technology to ensure spectacular results.

### Print

- Offset/Sheetfed
- Ink & Toner Based Digital
- Letterpress
- Silkscreening
- Digital

### Bindery/Fulfillment

- Die Cutting
- Foil/Emboss
- Lamination
- Mounting
- Binding
- Fulfillment
- Mail Services
- Assembly/Kitting

### Mailing

Full Service Mailer

## Collateral Materials

Our significant distinction is that we are a full service facility from concept to the finished piece.

- Brochures
- Stationary Packages
- Manuals
- Booklets
- Annual Reports
- Mailers
- Postcards
- Newsletters
- Sell Sheets
- Catalogs
- Maps
- Presentations

## Union and Political Printing

- Member of GCIU union label 274C
- Certified State Contractor
- Direct mail and signage for campaigns and elections

## Cross-Media Communications

- Print Collateral Material
- Direct Mail
- Email Marketing
- Event Promotions
- Image Branding
- Incentives
- Websites
- Social Marketing

## Strategy and Creative

From concept to completion, we have the ability to fulfill all of your business needs.

### Concept and Development

- Copy writing
- Design and layout
- Photography
- Illustration
- Logo Design

## Promotional Solutions

Effective promotions get noticed. Outstanding promotional items of virtually any size or shape.

- Advertising Premiums
- Welcome Kits
- Take Aways
- Press Kits
- Banners/Signage
- Scratch/Electronic Gaming Tickets
- Counter Displays

# Above Standard Service

While our technical capabilities are superb, it's really our people that make the difference.

We believe in building long-term partnerships with our valued clients. The more we know you and your organization the more effectively we can fulfill your expectations.

Integrated one-source approach of concept to completion providing real solutions.

At Standard Modern, customer service, account executives, and entire production teams are committed to offer every client an exceptional level of personalized service that goes beyond the expected—and above the standard.

Experience. Technology. Innovation.





**standout from the crowd!**

# Cross-Media Communications

Print • Design • Fulfillment • Mailing  
Email Marketing • Promotional Items

*Integrated Solutions. Higher Standards.*



**Standard Modern Company**

**Warehouse, Mailing and Fulfillment: 40 Nash Road, Building C • New Bedford, MA 02745**

**Printing Facility: 186 Duchaine Blvd. • New Bedford, MA 02745**

**800-742-4123 • [www.standardmodern.com](http://www.standardmodern.com)**

