

## About Us!

### PROFILE

Allegra Marketing, Print & Mail is a full service communications provider that helps our customers reach prospective clients more effectively with cross-media marketing solutions.

Allegra has been serving the Aiken area for over 20 years. We strongly believe that the best way to serve our business community is to focus on marketing solutions with measured results; therefore, we work to understand the challenges our customers face in the marketplace.

Today, Allegra of Aiken, South Carolina is one of the top centers among the more than 500 centers within the Allegra Network. We have grown from serving a handful of clients in 1989 to more than 500 small, medium, and large businesses in Aiken County and beyond.

#### Professional Associations

- Allegra Network
- ASI (Advertising Specialties Institute)
- NAPL (National Association for Print Leadership)
- Aiken Chamber of Commerce
- BNI (Business Network International)



## Community

### CARING

Allegra is a family-owned business and proud to call Aiken home. We believe that community service is important. In 2005, we created our FootPRINT Fund® program, which is our way of leaving a “footprint” on the community. Each year, we donate \$15,000 in printing and other services to non-profit groups and charities in Aiken County.

#### Some FootPRINT Fund® Recipients

- ACTS (Area Churches Together Serving)
- Aiken Chamber of Commerce
- Aiken County Red Cross
- Aiken Kidney Benefit
- Aiken SPCA
- American Cancer Society
- Golden Harvest Food Bank
- Habitat for Humanity
- Millbrook Baptist Church
- Savannah River Cancer Foundation
- Tri-Development Center of Aiken County
- United Way of Aiken County

# THE ALLEGRA ADVANTAGE

Powerful  
Marketing  
that is  
Convenient &  
Cost-Effective



MARKETING • PRINT • MAIL  
AIKEN



MARKETING • PRINT • MAIL  
AIKEN

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[www.aikenallegra.com](http://www.aikenallegra.com)

Our Services • Your Solution

## MARKETING CENTRAL<sup>SM</sup>

At Allegra, we know businesses are frustrated with wasting precious marketing dollars on ineffective methods.

That's why we specialize in analyzing your marketing program and recommending creative design solutions that work.

Our department of marketing experts will....

- Review your current marketing efforts, your current customers, and your competitors
- Identify your target market and qualify new prospects
- Recommend cross-media solutions that fit your needs and your budget
- Follow up with a review of measured results and your return on investment

## CREATIVE DESIGN

- Logo Design and Corporate Branding
- Trade Show Materials
- Annual Reports
- Ad Creation
- Email Marketing
- Newsletters
- Web-Site Design
- Brochures and Flyers

## OUR PRODUCTS

- Direct Mail or Variable Data Mailing Services
- Stationery Items
- Brochures and Booklets
- Business Forms
- Newsletters
- Training Manuals and Various Handbooks
- Sales Sheets and Product Literature
- Labels and Tags
- Signs, Banners and Posters
- Vehicle Graphics
- Promotional Items (pens, mugs, tote bags, etc.)
- Trade Show Displays
- Tabs and Notebooks

## EXCEPTIONAL SUPPORT & CAPABILITIES

- Quote Requests & On-line Ordering
- Service to your front door
- Personal attention to address your needs
- Fulfillment Services
- Experienced & Qualified Staff
- File Transfers (FTP)



MARKETING•PRINT•MAIL  
AIKEN

## System Improvements, Inc.

"The daily operations of my business has depended on Allegra for over 10 years. From printing, mailing, book production, and even shipping - they get it done when I need it done!"

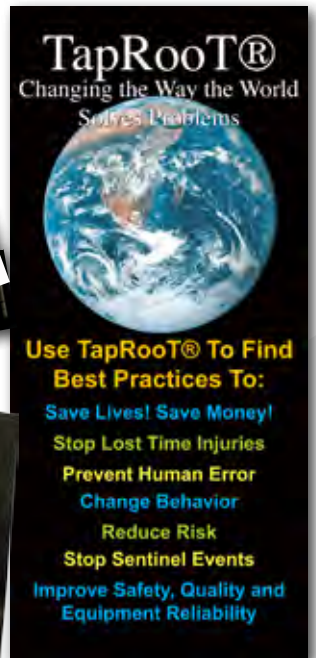
**Mark Paradise**

President,  
System Improvements, Inc.

Banner-Up Display



Direct Mail Newsletter



Promotional Materials



Text Book Course Manual