

AS WE BEGIN

Our mission is *not* to be the largest supplier, or to be totally dominant in our market, or to be the only technological leader, or the most brilliant innovator. These are lofty slogans born from a copywriter's commission. These are concepts from the jet stream that mean little to our customers in their day-to-day ranking and grading of us as a quality printer. This is not to suggest we move away from such goals as innovation or technological leadership, only **that our true goal, our true mission, lies so much closer to our everyday activities. . . . and in that it does, it becomes that much more achievable.**

Our mission is to reward and make successful those *individuals* who place their trust, their careers, and their reputations on the line by choosing us as a supplier. If we are successful in this, our returns will be a reliable, enjoyable and rewarding work environment for ourselves, along with a financial return, so that we may reinvest in the company to sustain that environment, to develop that competitive edge, and to grow.

We are never selected by a faceless company. It is an *individual* who has made that decision. It is an individual whose logic and reasoning has led them to believe that we can do the job. It is that individual who turns the tide in a company's selection process, who takes a stand, who sways a vote, who says "I believe," who signs a contract and puts his or her faith in us.

Our service standards have to be re-focused on that individual. Color fidelity, trim, version accuracy, in-home dates . . . **these are all the price of admission to the arena.** They are critical in that they are the physical properties of the product that have to be there for us to compete, yet the true value-added we provide customers is that *we make them famous*. We make them famous within their own firms for choosing us. Simple as that. **We confirm back to them their good judgment through our daily actions. We confirm their trust.**

If you look behind the reasons a premier printing company loses a contract or is left by a customer, it is rarely because of a technical reproduction complaint or a problem in the production process. It is primarily because an individual was let down. His or her objectives were not met and they were forced to doubt their selection. It shook their faith in future performance or weakened their standing within their own firm.

Our mission is to revise our service standards to reflect a singular focus on the *individual* who has chosen us. Our job is to focus our service standards on meeting the requirements of that *individual* who has taken the stand, made the selection, and voiced our praise. **Our job is to make that person famous for doing so. Nothing less.**