

BIG TIMES

- Digital Printing
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- Translites
- Countercards
- Labels & Decals
- Mouse Pads
- Rolodex Cards
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What Do You Think?

Your opinion regarding GraphicWorks is very valuable to us—but now we're making it valuable to you, too! We'll soon be including a short customer survey with each project invoice. For every survey you return, you'll be entered into a monthly drawing to win a \$50 gift certificate to the Max restaurant of your choice!

"We want to have a way to track the success of each job," says Steve Lasek, Marketing Assistant. "By analyzing the survey, we can determine how satisfied our customers are with every facet of their purchase. Only then can we strengthen our service and correct any issues immediately."

GraphicWorks Customer Satisfaction Survey

Thank you for your purchase! In order to better serve you in the future, please take a moment to fill out this quick customer satisfaction survey. As a way of saying thanks, each time you complete and return this survey, you'll be entered into our monthly customer appreciation raffle for a \$50 gift certificate to dinner at the Max restaurant of your choice.

Name: _____
 Title: _____
 Phone number: _____
 Email address: _____
 Company name: _____
 Job/P.O. Number: _____

Please indicate how you feel about the following:

I received my quote promptly	The quality of my order met or exceeded my expectations	GraphicWorks has the lowest prices around	The staff performed in a professional, courteous manner	My purchase was delivered undamaged	The staff understood my instructions/concerns	My order was completed quickly and on time	GraphicWorks has competitive pricing	The finished product is free from defects or errors	My purchase was made with high-quality materials	My quote was clear and easy to understand	GraphicWorks is a good value for my dollar	My order was made with excellent workmanship and skill	I will use GraphicWorks in the future
1	2	3	4	5	6	7	8	9	10	11	12	13	14



Helping Little Kids Think BIG

There's no use letting material go to waste—every product has a use, even if it means finding someone else to use it. This was the case with five rolls of vinyl stored in the depths of the former GraphicWorks office, left unused because the material was not up to par with other vinyl. "It was an economy vinyl," explains Tara Gilman, production coordinator at GraphicWorks. "We had tried some of it, but it was a product that didn't work out for us. We never used it." Tests showed the thin, paper-like budget vinyl was unsuited for the needs of GraphicWorks and its customers. So, abandoned in storage, the vinyl was eventually forgotten—that is until the staff rediscovered the cache while packing for the move to Sequin Drive.

Determined to finally put the product to good use, Debra Smith, owner and president of GraphicWorks, decided to donate the lot to a local day care. "We had something someone else can use," says Debra. "It's better they have it than let it sit in storage unused."

Debra, along with Richard Hall, GraphicWorks finishing specialist, set aside a few hours on June 7 to deliver the vinyl to the children at Bright Horizons located next to Somerset Square, Glastonbury. "The vinyl is a perfect material for the kids," says Richard. "It's like paper, but better by far. They could walk on it and everything, and it wouldn't tear on them." The kids and staff at Bright Horizons were delighted by the more than 1,656 square feet of durable "creative space" on which they could paint, color with markers and crayons, draw, play and learn.

"We rolled it out," says Richard, "and the kids jumped right on it. They used their markers to color in a big 'thank you.'"

"It's always been my policy to give first, and worry about getting later," says Debra. "We're encouraging these kids to think big, and that alone will reap a big return."

Surfing the 'Works'

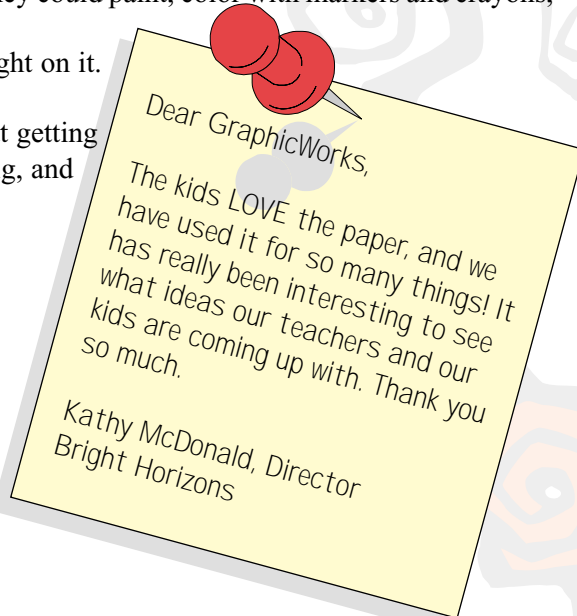


The new digs weren't the only change we unveiled at the Open House on May 2. Throughout the evening, we introduced visitors to our new website via an interactive SmartBoard® hosted by Vincenza Cirielli from CBS Bloom's Business Systems, Inc.

Jump online and head over to www.graphicworks.com to learn about our facility and staff by clicking on "Company Overview," or check out what we can do for you on our "Products" page. Want to avoid costly delays or unanticipated fees due to inappropriate file format issues? Click on "Specifications" to get some easy tips on how to best prepare electronic files. You can even request a quote online—and get it back by the end of the day!

"Customer service is our number one objective," explains Debra. "There are many large-format vendors out there, but few who service their clients in a memorable way." For GraphicWorks, the website is yet another step in a great direction.

The website was designed by Denis Folz and written by Debra (with contributions from the staff).



Production Tip:
Final composition should NOT be done in Photoshop because specific Pantone colors and/or font issues cannot be converted.

Did Someone Say FREE?

We're making it easy for anyone to get our complementary sample kit that was such a favorite at the Open House! Each pack contains an invaluable substrate mounting and finishing sample kit, as well as several other GraphicWorks goodies like a 2003 calendar for your monitor and a coaster. If you didn't get a sample kit yet (or you'd like another) call us at (860)659-0844 or visit us on the web at www.graphicworks.com to request yours today.



The House is Open Again!

With the success of our first Discovery Showcase & Open House this May, we're already planning a second event for November 7.

At our first event, we introduced our state-of-the-art facility to nearly 200 guests, demonstrating exactly what we can do in the continually-expanding area of custom digital printing, both in large and small format.

"I hear too many people saying, 'I didn't know you did that,'" says Debra, commenting on the need for an Open House. But an Open House benefits our customers in another way, too. "There was a lot of cross-selling that night," observes Debra, grinning. "We introduced people to each other, and now they work together. I love hooking up my clients."

How will this event be different than the first? Well, Debra's already working hard, planning a number of surprises. "We'll have a bunch of new things," hints Debra. "I can't tell you what, but I'll give you a clue: we'll be able to print on some wild material, like floor tiles. You'll just have to come and see."



Open Invitation:

Haven't seen our new facility yet? No excuse! Please stop by the new GraphicWorks, located at 41 Sequin Drive, Glastonbury (Exit 8 off Rt.2). Drop in and say hello, or come in for a breakfast or lunch brainstorming session—on us, of course—and we'll discuss your projects and concepts in our dedicated "Thinking Space."