



McGRAPHIX
ADVERTISING PRODUCTS

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mcgraphixinc.com

capability statement

product based advertising



professionally managed, superior results

McGRAPHIX Advertising Products is a veteran founded, family-owned business, with global reach and (30) years' experience working with military, government and corporate programs. We deliver product-based brand advertising solutions in support of SPECIAL EVENTS, MARKETING and COMMUNITY ENGAGEMENTS.

ATTRACT • ENGAGE • INFLUENCE

The product-based advertising industry is a \$26 billion marketplace, utilizing (3) distinct categories of branded products, used to build esprit de corps, program loyalty and increased patronage. We refer to this brand building concept as ATTRACT, ENGAGE and INFLUENCE and is the centerpiece of what we deliver and continue to advance utilizing both American industry and resources provided by **McGRAPHIXINC.COM**

SERVICES: Project and Graphics Management, Printing and Embroidery Productions

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
Inflatables • 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.

- 70 Industry & Retail Brands
- Premium to Value Solutions
- Quality Decorating Facilities
- Embroidery & Print Capabilities
- FREE Set-up Specials

PROMO PLACE

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, VP Business Development

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, VP Operations

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, Graphics Director

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 advertising collateral 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 color 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

CONTRACT PERFORMANCE

U.S. Army FMWR, IMCOM HQ, Europe & Pacific

U.S. Marine Corps MCCS, Quantico VA

U.S. Navy MWR Programs, CNIC HQ, Mid-Atlantic Region

U.S. Air Force, Army, Marine Corps, Navy Installations & Ships

GOVERNMENT REGISTRATIONS

- SAM Registered
- SBA & State of Delaware Classification: Small Business
- U.S. Government Publishing Office Registration #070-58783
- State of Delaware Supplier #0000007282
OSD Certification #SBF17121171
- CAGE Code: 026P3
- UEI #Q8GYFKNMNP48
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- NAICS Codes:
315190, 322230, 323111,
323113, 326299, 339950,
423910, 541430, 541850,
541890
- NDAA 889 Compliant
- Purchase, Delivery Orders,
& Credit Cards Accepted