



**goodway group**  
*of massachusetts, inc.*



## Inventive Solutions for On-Demand Communications

**Goodway Group is a global provider of integrated communication technologies dedicated to the growth and success of our customers.**

We are a full-service, business solutions provider. From Web-to-Print portals and automated marketing solutions to digital printing and fulfillment, Goodway Group enhances the way your business communicates.



# Goodway Group

## ▶ Goodway Group has a wide range of capabilities including:

- High Volume Inkjet Printing
- Digital Color Printing
- Digital Black and White Printing
- Variable Data Printing
- Wide Format Printing
- Sheetfed Offset Printing
- Mailing Services
- Warehousing and Fulfillment Services
- Customized Web-to-Print Portals

## ▶ Targeted campaigns help clients:

- Reach customers with relevant information
- Quickly and efficiently respond to inquiries, events, and market changes
- Create cost-effective campaigns and eliminate waste
- Differentiate from competitors
- Increases response rate

## ▶ Digital/Inkjet Printing

Goodway Group's digital and inkjet printing operation is one of the area's largest. With the addition of our Canon i300 high volume inkjet press, we are capable of generating one million color & black and white pages in a 24 hour period. All of our digital presses are VDP (Variable Data Printing) capable. Our state-of-the-art software and highly skilled technical staff can create variable print projects ranging from simple mail merges to intricate, highly personalized content.

From simple, short-run static pieces to complex kits containing manuals, software and promotional items; we provide turnkey solutions to meet your unique collateral delivery needs.

By printing documents on-demand in the exact quantities needed, we can reduce obsolescence costs and free up valuable working capital that might otherwise be locked up in finished goods inventory.

## Goodway Group is a leader in personalized marketing communications.

*Did you know that personalized communications campaigns can raise response rate by 36% and increase repeat orders by 47%?\**

\*Statistics based on information provided by InfoTrends, Inc.

► **Web-to-Print and Storefront Solutions**

The backbone of our on-demand operation is Web-to-Print 2.0 by Goodway Group. This secure, custom-branded web portal efficiently manages your communication efforts with robust tools that enable administrators, sales staff, channel partners and customers to:

- Order and Distribute Print-on-Demand Documents / Warehoused Materials
- Create and Distribute Customized, Build-on-the-Fly Documents
- Order and Distribute PDF Documents
- Create and Manage 1:1 Integrated Marketing Campaigns
- Automatically Track and Confirm Shipments
- Manage Print and Marketing Spending Through Rich Reporting Capabilities

With Web-to-Print 2.0 by Goodway Group you can accurately track collateral usage and costs, measure ROI and reallocate resources, prevent obsolescence by converting collateral to flexible, just-in-time inventory.



## ► Offset

While many print communications projects have migrated to shorter, more targeted digital runs there are still times when traditional offset printing is a better choice. For example:

- Longer Print Runs
- Larger Sizes
- PMS Color Matching
- Metallic Inks, Spot Coatings

## ► Wide Format Printing

Award winning, flatbed, color reproduction services for

- Signage
- Event Graphics
- Posters
- Retractable Banners

Whatever the turnaround time, project scope, page count or size, Goodway Group has a solution for your printing requirements.

## ► Kitting & Fulfillment

Goodway Group's services don't end when your projects are printed and bound. Goodway Group can store printed materials and other components such as binders, tabs, USBs, pens, mouse pads, mugs, etc. We can assemble them into finished product kits and deliver them to your facility or event; or we can return them to our warehouse for future worldwide distribution.

- Pick, Pack and Ship
- Literature/Product Fulfillment
- Promotional Products Fulfillment
- Secure, Branded Web Portal
- Automated Shipment Tracking and Confirmation
- Automated Inventory Analysis and Reporting



## ► Mailing Services

Perhaps the most persuasive attribute of any communications project is the presentation. Goodway Group provides complete fulfillment and mailing services to complement marketing campaigns, communication programs, and direct mail initiatives. From simple postcards and letters to newsletters and catalogs, in digital or offset quantities, Goodway Group can meet any demand. Whether you are marketing to potential customers or conducting client retention campaigns, our in-house mailing services will deliver your message and eliminate the need for you to manage multiple vendors.

- Multiple Match Mailings
- Dimensional Package Mailings
- Variable Data Mailings
- International Mailings
- Non Profit Mailings
- Innovative Postal Solutions

## ► Promotional Products

Whether you are looking for a specific item or just browsing for ideas, Goodway Group is your one-stop shopping source for over 800,000 promotional items. From fun items to the traditional, you can easily search for some of the hottest promotional items on the market.

Visit [www.goodwaypromo.com](http://www.goodwaypromo.com) to quickly and easily search our vast database of products for items to build brand awareness, improve tradeshow traffic, motivate staff or thank a customer.

### **Did you know that a recent study by Advertising Specialties Institute revealed that:**

- More than 8 out of 10 (84%) respondents remembered the advertisers of the promotional products they received.
- 42% of respondents had a MORE favorable impression of an advertiser after receiving the item. And nearly a quarter (24%) said they are MORE likely to do business with the advertiser on the items they receive.
- Most respondents (62%) have done business with the advertiser on a promotional product after receiving the item.
- The majority (81%) of promotional products were kept because they were considered useful.
- More than three-quarters of respondents have had their items for more than 6 months.





Goodway Group believes in responsible print manufacturing. As such, we work in a worker-safe facility that meets or exceeds all known safety codes and recommendations. We recycle as much material (paper, plates, cartons etc.) as possible and have upgraded to energy-efficient lighting throughout the plant and administrative offices. We use recycled and/or agency certified paper made with trees cut from responsibly managed, sustainable forests.

## CHOOSE TO PRINT!

It is a myth that printing is bad for the environment! The paper industry plants more than it harvests and today there are 25% more trees in the developed world than there were a century ago. Paper is BIODEGRADABLE, RENEWABLE, and SUSTAINABLE. Growing and harvesting trees provides jobs, and forestry plantations provide clean air, clean water, wildlife habitat, and carbon storage. A decline in the demand for paper products risks a decline in sustainably managed re-growth forests. The inks we use are made from vegetables... no more solvents and toxic chemicals! USE PRINT: it is GREEN, it is tangible, it is more effective than electronic media in getting your message across; and when recycled, it will come back to us in a variety of paper-based forms.

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*Goodway Group consistently provides us with a quality product at a reasonable price—a combination that's hard to find. Our rep works tirelessly to meet deadlines and to satisfy our needs.*

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VPA, Area College

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*Goodway Group handles the production, printing and mailing of our largest clients' Comprehensive Benefit Statements. The staff expertise and quality of the finished product; as well as the obvious commitment shown to customer satisfaction is the best we have seen in the business. I would strongly recommend Goodway for any work in this area.*

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President, HR Consulting Firm

## ► Corporate Background

Goodway Group of Massachusetts is a fifty year old division of a ninety year old privately held print, marketing, and distribution company headquartered in Philadelphia, Pennsylvania. The company has a proven history of recognizing industry trends and responding to those trends with new technology and innovative solutions. Today, the company is focused on developing and delivering web-to-print programs to meet the demands of their clients.

To learn more visit [www.goodwaygroup-ma.com](http://www.goodwaygroup-ma.com) or call 781-272-2690

