



Lower Cost Quality Publishing & Worldwide Distribution

Integrated Solutions for Publications



Integrated Quality Printing & Delivery Solution

- ▶ **Carvajal Group-Cargraphics & SkyPostal Networks** have formed partnership and established printing & mail processing operations in the Free Trade Zone by Eldorado Airport in Bogota, Colombia.
- ▶ **Lower Print Costs.** Publications can be printed in Free Zone with high quality & lower costs since import duties are avoided on paper, ink, other printing materials. Labor costs are lower than USA and European printers.
- ▶ **Lower Postage Costs.** US & Europe destined pubs are processed right off the presses and posted directly into USPS & major European Posts within 48 hours of printing at DC Terminal Dues rates – lower postage costs than USPS & Euro posts.



Quality Printing in LAC

- ▶ Carvajal Group – 2nd largest printer in Latin America founded in 1904. www.carvajal.com.co
 - ▶ Provides printing & logistics solutions for publishers
 - ▶ Cargraphics specializes in the management, production, and delivery of 3rd party content and publications.
 - ▶ 12 printing facilities located in 4 LAC countries.
 - ▶ Covering customer demand from a single digitally printed copy to a million-copy offset technology run
 - ▶ Highest quality standards & technology advances in industry with lower labor costs than USA & Europe
 - ▶ See Cargraphics at www.go-print.net
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Advanced Printing Solutions

- ▶ **Pre-press:** Design, illustration and preparation of materials for production.
- ▶ **Production:** Personalized printing from one unit to millions using different supports and formats.
- ▶ **Magazine printing:** Integrated printing services for magazine publishers.
- ▶ **Catalogues:** Integrated printing services for catalogue publishers.
- ▶ **Book Printing:** Integrated printing services for book publishers.



Supply Chain Solution -Publishing

- ▶ **Supply Chain Solutions** include order management, print on demand, royalty payments & cross media campaign management
- ▶ **Marketing:** Design, implementation and complete administration of strategies for client acquisition, retention and/or recuperation.
- ▶ **IT:** Design, development and implementation of all back end services for information technology companies in LAC.
- ▶ **E-commerce:** Design, development and implementation of all the e-commerce supply chain strategies: from order taking, billing, collecting and everything in between.
- ▶ **Publishing:** Management from order taking to billing.
- ▶ **Catalogues:** Offering a new channel for multichannel product sales in Latin America.



Pub Delivery Experience

- ▶ Founded in 2001 by AJ & Albert Hernandez & Lan Chile Airlines
- ▶ Pioneers in the courier, mail & publication delivery business since 1972
- ▶ Worldwide distribution – 48 hours into USA & Europe at DC terminal dues
- ▶ LAC network consists of largest private postal operators in each country
- ▶ Service partners linked together by PosTrac mail tracking system
- ▶ Network delivers over 70 million mail items each month
- ▶ Network employs over 17,000 messengers in 20 countries in LAC region
- ▶ Delivers mail for Euro Posts, US & European mail consolidators since 2003
- ▶ Operates cross border shopping facilitator into region – www.puntomio.com



Lower Postage - Time Defined Delivery

SkyPostal offers a worldwide time defined publication distribution network

- ▶ Unique **bar coded control number** applied to each publication
- ▶ Colombian National Postal indicia applied on mail destined outside of LAC
- ▶ LAC destined mail is sent overnight to destination country for hand delivery
- ▶ European & USA destined mail sent overnight directly into the USPS & Major Euro Posts at **Developing Country postal rates** that are lower than USPS & Euro rates.
- ▶ Delivery **data files uploaded daily** to PosTrac system for easy reference
- ▶ **Mail delivered within 5 days arrival in LAC country** by local private postal network
- ▶ Messengers paid by mail item delivered - achieving **control, accountability & speed**
- ▶ **Undeliverable mail is scanned & database** provided indicating reason non delivery



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