




Providing over a century of Successful Printing Solutions

There's a Tru Art® to Success!

TRU ART®

COLOR GRAPHICS
A Division of Economy Advertising Co.



Company Overview

Tru Art® Color Graphics is an award-winning, full-service commercial printing company specializing in digital image manipulation, color reproduction, and bindery finishing. Tru Art has been fulfilling the print needs of our customers for more than 110 years. While the printing industry has changed considerably, our consistent commitment to our customers' needs has remained steadfast. Our founder, Samuel W. Mercer, began printing calendars and other advertising pieces in 1896. Since that time, the ownership and management of Tru Art has remained in the family with the fourth and fifth generations currently involved.

Tru Art is located in Iowa City, IA, in a state-of-the-art, climate-controlled 80,000 square foot facility originally built in 1986 and expanded in 1994 and 2001.

Our clients include individuals, corporations, colleges and universities, governments, associations, advertising agencies, publishers, and non profit organizations.

The Tru Art Difference

The essence of our competitive advantage is the skilled talent that enables Tru Art to offer unsurpassed levels of service and consultative expertise. We take special pride in the quality checks each project receives as it moves from concept to completion. Capabilities include digital printing, sheet-fed offset, web offset, and silkscreen printing. In the forefront of the printing processes is our full-service pre-press department. Numerous bindery and finishing options provide flexibility and customization to each project.

Stability with Flexibility

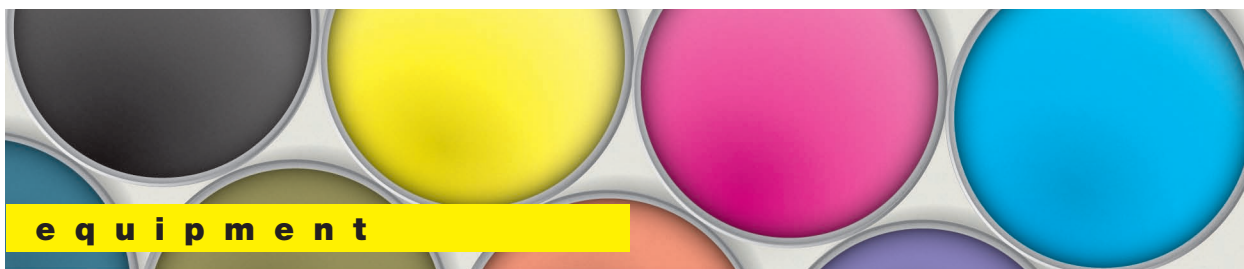
Tru Art has a long, rich history of service and innovation that continues to drive the company forward. Traditional craftsmanship and modern technology have teamed to become keystones in our path to the future. Though the company dates back more than a century, it remains vibrant with ongoing infusions of talent and graphic arts technology.

We would like to be Your Printer

We would appreciate the opportunity to serve your graphic communication needs. Tru Art Color Graphics has the solution for you: our long-run and short-run capabilities can serve your needs for everything from business cards to custom projects to promotional signage.



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Tru Art maintains a wide range of printing and finishing equipment, along with a knowledgeable staff to serve your communication needs.

Need a simple one to six color flyer for that new product offering to mail? We can do it. What about that complex booklet/pocket folio that you dreamt about last night?

We can do that too! Need a small quantity to start? We can make as few as you need to get started and more as your market expands.

PC Compatible Software Titles

QuarkX Press	Adobe Pagemaker
Corel Draw	Adobe CS4

MAC Compatible Software Titles

QuarkX Press	Adobe Pagemaker
MacroMedia Free-Hand	
Adobe CS4	

Peripherals

High Resolution Color Digital Proofer, Veris (Creo)
 High Resolution Large Format Printer, Epson 9800 and 10600
 RIP - Kodak Prinergy with Preps Imposition

Platesetters

Kodak Magnus 800 Quantum

Presses – Offset

Komori, Aqueous Coater	6
Heidelberg, Aqueous Coater	5
Heidelberg (Perfected 1 over 1)	2
Heidelberg-Quickmaster	2
Harris V15D-Web (ColdSet)	2

What we pledge not to do is to surprise you with hidden costs and endless line item charges for things you thought were in the original quote. Think alike? Contact us and tell us what you've been dreaming about for your next print project.

Our in-house capabilities include Sheetfed Offset, Web Offset, Digital Inkjet, Silkscreen, Letterpress, Variable Data, Foil Stamping, Embossing and Diecutting.

Additional Presses

Digital	
IR125 Canon (Sizes to 14" x 18")	1-black
HP Indigo	6
Letterpress	
Harris with Letterflex Relief Plates	2
Heidelberg	Diecut/Score
Vertical	2
Screen	
Traditional Clam Shell	1
Semi-Automatic 4 post	1
High Speed Cylinder	1
Inkjet – Large Format	4

Bindery

Integrated Cutting System (up to 54")
 Inline Automatic Punching and Spiral Binding
 Wire-O Binding
 Pocket Folding / Gluing
 McCain 2000 Stitcher/Trimmer w/ Cover Feeder
 Die Cutting, Embossing & Foil Stamping
 Poster Rolling / Tubing / Pull-String Wrapping
 Shrinkwrap / Packaging

Complete Service to Serve Your Needs

Tru Art is truly a full-service printer. Our wide array of equipment, operated by our on-staff artisans, produces satisfying graphics on not only a variety of paper stocks but also on pliable and rigid vinyls, hard plastics, magnetic material, metals and plexiglass.



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An invitation to Tru Service

Do business with Tru Art® Color Graphics and you will recognize one thing – the strong relationships we have with our customers is the framework of our ongoing success. Those ties are built on a basic principle of treating the customer the same way we expect to be serviced by our suppliers. Our clients recognize the attention to detail and personal pride that Tru Art associates put into their work. We invite you to discover the Tru Art experience!

Business Philosophy

Tru Art provides value-added solutions to the everyday challenges of graphic communications. Rather than simply putting ink to paper, we reach for creative enhancements, maximizing efficiencies, consistent quality, on-time delivery, and open, honest communication.



This brochure is printed on FSC certified paper. The Forest Stewardship Council (FSC) is the leading independent international organization that promotes environmentally appropriate, socially beneficial, and economically viable management of the forests throughout the world. The FSC certification logo on your products informs the marketplace that you support environmental standards in the paper you use and the suppliers you choose. Tru Art is an FSC Certified Printer.



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