



EVOLVE

INK ON PAPER
AND EVERYTHING
BEYOND.

**FROM THEN
TO NOW!**

A lot can happen in 70 years. The F.P. Horak Company continues to transform to meet customers' changing needs. p. 5

**LET YOUR
IMAGINATION
RUN WILD.**

Your projects come to life with our full range of in-house capabilities. p. 6

**WHERE DO YOU
WANT TO TAKE
YOUR BUSINESS?**

We can help you get there. p. 12

Survival of the

Fittest.

Fastest.

Future-focused.

WITH A COMBINATION OF VISION AND MOXIE, THE F.P. HORAK COMPANY ADAPTS TO CUSTOMERS' CHANGING NEEDS.

P

roblem solver. Business partner. Miracle worker.

We get called many complimentary things—and things not likely associated with your idea of a printer. Then again, we're not an ordinary printer, and we haven't been for quite some time.

At F.P. Horak, our people are passionate about getting to know our customers and building relationships that last. As a third-generation family-owned business, we're small enough to change quickly, yet big enough to invest in the people, equipment, and technology that makes our customers successful.

Our digital, offset, and large-format press capabilities along with integrated marketing, packaging, custom publishing and content marketing, B2B eCommerce, and supply chain management services deliver the kind of results you measure directly on your bottom line.

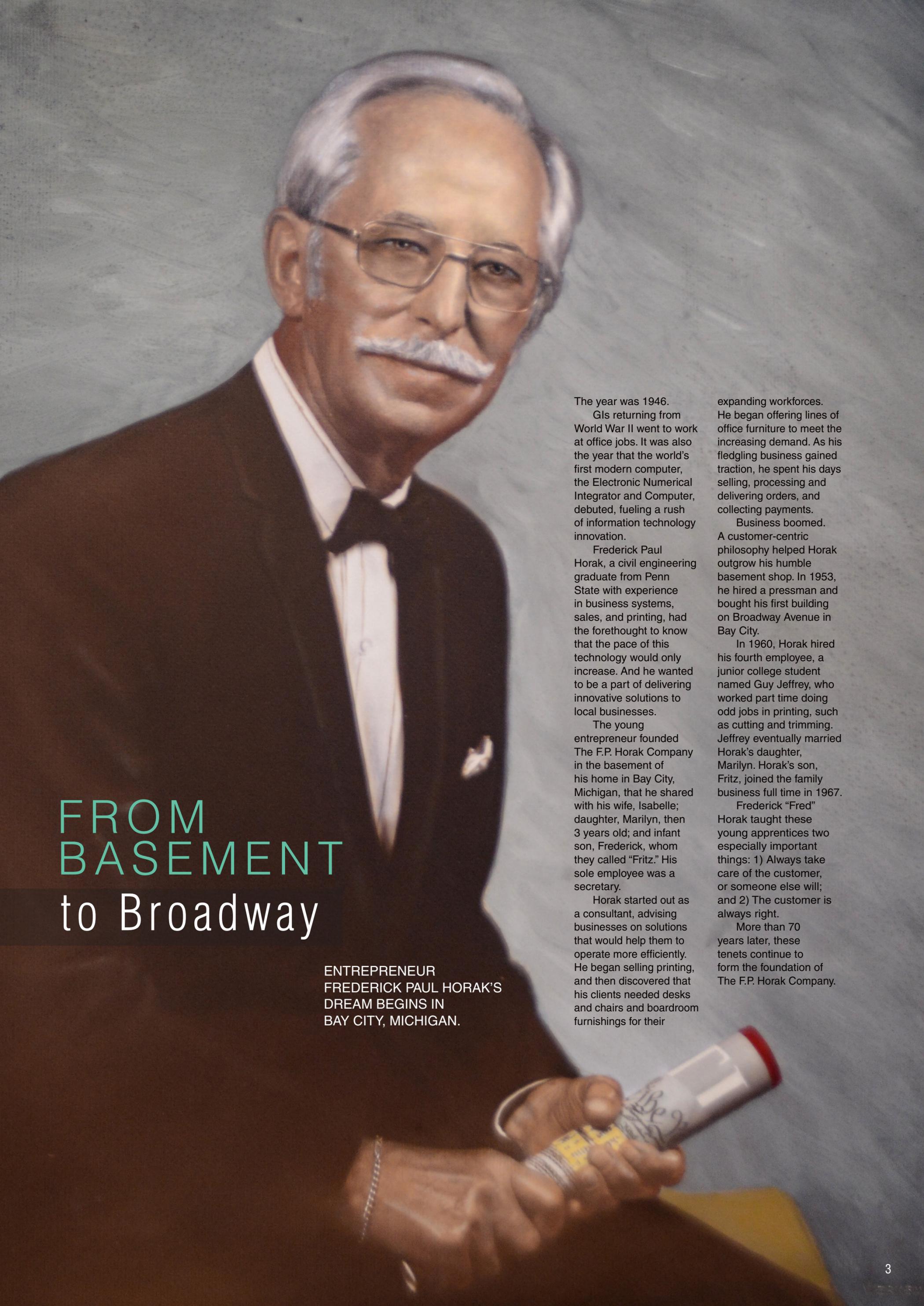
Today, our combined talents, services, and state-of-the-art technology form one of the country's most efficient, lean-manufacturing facilities. Through this publication, we'd love the privilege of telling you our story. And when you're ready, we'd love the privilege of earning your business.

ANECDOTES pp. 3,4,8,9,10 FROM...TO p. 5 SPECIALTIES pp. 6-7 EQUIPMENT AND INNOVATIONS pp. 8-9 WHAT OUR CUSTOMERS SAY p. 11

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Evolve is published by The F.P. Horak Company. POSTMASTER: Send address changes to The F.P. Horak Company, 1311 Straits Dr, Bay City MI 48706.
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FROM BASEMENT to Broadway

ENTREPRENEUR
FREDERICK PAUL HORAK'S
DREAM BEGINS IN
BAY CITY, MICHIGAN.

The year was 1946.

GIs returning from World War II went to work at office jobs. It was also the year that the world's first modern computer, the Electronic Numerical Integrator and Computer, debuted, fueling a rush of information technology innovation.

Frederick Paul Horak, a civil engineering graduate from Penn State with experience in business systems, sales, and printing, had the forethought to know that the pace of this technology would only increase. And he wanted to be a part of delivering innovative solutions to local businesses.

The young entrepreneur founded The F.P. Horak Company in the basement of his home in Bay City, Michigan, that he shared with his wife, Isabelle; daughter, Marilyn, then 3 years old; and infant son, Frederick, whom they called "Fritz." His sole employee was a secretary.

Horak started out as a consultant, advising businesses on solutions that would help them to operate more efficiently. He began selling printing, and then discovered that his clients needed desks and chairs and boardroom furnishings for their

expanding workforces.

He began offering lines of office furniture to meet the increasing demand. As his fledgling business gained traction, he spent his days selling, processing and delivering orders, and collecting payments.

Business boomed. A customer-centric philosophy helped Horak outgrow his humble basement shop. In 1953, he hired a pressman and bought his first building on Broadway Avenue in Bay City.

In 1960, Horak hired his fourth employee, a junior college student named Guy Jeffrey, who worked part time doing odd jobs in printing, such as cutting and trimming. Jeffrey eventually married Horak's daughter, Marilyn. Horak's son, Fritz, joined the family business full time in 1967.

Frederick "Fred" Horak taught these young apprentices two especially important things: 1) Always take care of the customer, or someone else will; and 2) The customer is always right.

More than 70 years later, these tenets continue to form the foundation of The F.P. Horak Company.

On the
PULSE
of

TECHNOLOGY

THE F.P. HORAK COMPANY'S
SECOND GENERATION NAVIGATED
REVOLUTIONARY CHANGES
BY STAYING FOCUSED ON
CUSTOMER NEEDS.

It was the summer of 1968. The tumultuous '60s were coming to a close, and Americans were months away from landing on the moon. A technological revolution was sweeping the country.

In Bay City, Fritz Horak and his brother-in-law, Guy Jeffrey, officially purchased The F.P. Horak Company from Fred Horak. The partners were witnesses to business innovations such as the first hand-held calculator, computer mouse, and compact disk. The first barcode and ATM would appear before the decade's end.

Customers' needs were changing, too. Horak and Jeffrey expanded their service offerings beyond transactional printing and furniture distribution to include warehousing of business supplies. A period of steady growth ensued, and more employees from the local community joined the team to help keep up with demand.

By 1991, the company had outgrown its Broadway Avenue location and moved into a former Sears department store building in downtown Bay City.

While the bulk of its operation continued to center around forms manufacturing and commercial printing products, Horak and Jeffrey understood the future of business solutions was about to change. And they were prepared to change with it.

A significant investment in digital printing, mailing, and fulfillment services soon followed. A dedicated, state-of-the-art facility—The F.P. Horak Company's Digital Imaging Center—was constructed in 1999 in Bay County's Monitor Township to house all digital printing-related plant operations. By that time, nearly 200 employees worked in the family business.

Jeffrey retired in 2005, and a board of directors was created to guide the business moving forward. The board consisted of Fritz and Lucy Horak; President Tim Dust; Guy and Marilyn Jeffrey's daughter, Beth Elliott, and son, Matt Jeffrey; Fritz and Lucy Horak's daughter, Marisa Horak Belotti; and CFO Kirk LeClere.

Today, the company operates as a second- and

third-generation family-owned business serving clients throughout the Great Lakes Bay Region, Midwest, and around the globe. And yet, its roots remain firmly planted in Bay City and the surrounding communities that the two families call home. That's one of the many reasons the company publishes *Great Lakes Bay*, a city and regional magazine, and is involved in and encourages philanthropic endeavors, led by Lucy Horak, Marilyn Jeffrey, and the F.P. Horak executive team, at all levels of the organization.



Fritz Horak



Guy Jeffrey

FROM THEN TO ~~NOW~~ WOW!



FROM OFFICE FURNITURE...



TO FORMS...



TO COMMERCIAL
PRINTING AND MAILING...



TO DIGITAL AND
WIDE-FORMAT PRINTING...



TO B2B ECOMMERCE...



TO INTEGRATED
MARKETING...



TO CUSTOM PUBLISHING
AND CONTENT MARKETING...



TO PACKAGING...



TO WHATEVER
OUR CUSTOMERS
NEED NEXT!

A LOT CAN
HAPPEN IN
70 YEARS.
THE F.P. HORAK COMPANY
CONTINUES TO
TRANSFORM TO
MEET THE CHANGING
NEEDS OF ITS
CUSTOMERS.

Let Your Imagination Run Wild

YOUR PROJECTS COME TO LIFE WITH THE F.P. HORAK COMPANY'S FULL RANGE OF IN-HOUSE CAPABILITIES.

If you can dream it, we can do it.

There's no other company in the state of Michigan offering the scope of services now available under one roof at F.P. Horak. Our state-of-the-art facility brings together the latest in digital, offset, and large-format printing technology along with packaging, integrated marketing, custom publishing and content marketing, B2B eCommerce, and supply chain management services that you need to improve your bottom line.



PRINTING

Ink on paper anything.

Want to make a bold statement? Put it in print.

In today's wired world, the power of print lies in its ability to delight our senses in a way that no other medium can.

Whether you need eye-catching event signage, personalized direct mail, short-run packaging, or more, F.P. Horak has the equipment and experience to make your print projects come to life.

At F.P. Horak, we bring together the exquisite detail of traditional offset printing with the versatility of today's new digital print technologies—adding in along the way all of the other finishing, die-cutting, foil-stamping, embossing, and special touches that make a lasting impression with your audience. And because it's all done in-house, you benefit from faster turnaround times and more competitive pricing.

Our new offset press technology offers the exceptional print quality that you've come to expect from offset, with the versatility to run both traditional *and* UV inks and coatings in any combination. Meanwhile, our advanced digital presses give you the flexibility of short-run, highly customized pieces on an impressive—and ever-expanding—array of paper and other substrates.

Got a big, bulky job? No problem. Our large-format press and digital cutter tackle tough-to-handle jobs with near photographic image quality, not to mention the ability to prototype your next special packaging project.

Applications:

- Billing Statements
- Brochures
- Business Forms
- Coupons
- Displays and Point-of-Purchase
- Envelopes
- Floor Graphics
- Fulfillment
- Hanging Display Cards
- Header Cards
- Large-format
- Marketing Collateral
- Outdoor Banners
- Pocket Folders
- Postcards
- Signage
- Stationery
- Tags and Labels
- Wall Coverings
- Window Clings

CUSTOM PUBLISHING AND CONTENT MARKETING

You've got a story to tell. We can help you tell it.

People connect to brands through stories.

And connecting a customer, donor, or member to your brand—and maintaining the relationship over the long-term—requires a continuous flow of relevant, valuable information.

However, the task of creating such content can overburden already stretched-thin marketing departments and subject matter experts within an organization. Perhaps you have the staff experts, but you aren't sure how to produce customer-centric content. Or maybe you have a lot of great content but need help on the design and distribution side.

Then again, maybe you just want help with it all.

That's where custom publications and content from F.P. Horak come in. We help you seamlessly stitch together the topics and issues that appeal to customers with your organization's brand narrative. Then, depending on your strategic goals, we help you get that information in front of your targeted audiences through magazines, case studies, annual and special reports, content blogs, social media, video, and more.

Whether your goal is to influence buying decisions, motivate donors to contribute to a cause, or update people on important industry trends, our editorial, design and photography, content strategy, and social media messaging team can help you bring your story to life.

Applications:

- Annual Reports
- Blogs
- Case Studies and Special Reports
- Commemorative Editions
- Content Calendars
- Content Strategy and Development
- Donor and Charitable Giving Publications
- Infographic Content
- Magazines
- Newsletters
- Social Media
- Sustainability Reports

PACKAGING

From concept to completion, we've got your needs covered.



Paper-based packaging packs a one-two punch.

Consumers find it appealing for its recyclable, renewable, and sustainable qualities; companies recognize it as a powerful tool they can use to reach targeted audiences with their brand messaging.

At F.P. Horak, we understand that your package's structure, graphics, color, fit, and protection capabilities have to be just right from the start. That's why we offer a wide variety of corrugated, rigid wrapped, and folding carton packaging options as well as innovative design, professional packaging consultation, prototypes, and printed sampling.

Our packaging specialists can create various structures, customized to your product and brand, and designed specifically for whoever it is that you're aiming to reach. Options such as high-resolution graphics, precision die-cutting, foil stamping, embossing, specialty coatings, and—in some cases—next-generation technologies that connect your package to an online experience, can all work to strengthen your brand message.

And with digital printing, short runs and personalization make it easier than ever to give your package a one-of-a-kind look.

Applications:

- Custom Kits
- Folding Cartons
- Personalized Gift Boxes
- Pillow Packs
- Point-of-Purchase Displays
- Prototyping
- Rigid Wrapped
- Corrugated Boxes



INTEGRATED MARKETING

It lets you deliver the right message to the right person at the right time, using the right channel.

Social media, websites, landing pages, video, direct mail, apps, email—it's a marketing jungle out there.

Today's marketers find it tough to keep up with it all, let alone have the resources and expertise to execute effectively and efficiently. That's where we come in.

Our integrated marketing team is all about getting the best return on investment for your marketing dollars. And it all starts with strategy. Whether you're a global brand or a local nonprofit, we help evaluate your business objectives and then develop and execute an integrated, creative solution that will help you reach your goals.

You see, we're not *just* a creative group, graphic design company, publisher, or printer. We're all of those things rolled into one.

Plus, we've invested in XMPie, a multichannel marketing and variable data printing software, to automate marketing campaign processes and drive relevancy across all channels. That means we test, tweak, and monitor your progress throughout a campaign—and finish with a comprehensive report on the direct impact to your bottom line.

Applications:

- Blogs
- Collateral
- Content Strategy and Development
- Direct Mail
- Email Campaigns
- Front Line Support Materials
- Incentives
- Landing Pages
- Microsites
- PURLs
- Relevant Direct Marketing
- Surveys
- Text and Email Messages
- Tradeshaw Marketing
- Videos
- Websites

SUPPLY CHAIN MANAGEMENT

Save time. Save money. And save your sanity when you leave your print resources to us.



Because print is often fragmented by department across large organizations, most companies can't identify their entire enterprise spend. When individual functions (operations, finance, marketing, etc.) each use different printing vendors and reporting systems, they miss opportunities for consolidation and consistent pricing that may result in company-wide increased procurement costs. And those costs add up. We find, on average, for every \$1 spent on printing, an additional \$5 is spent on ancillary activities.

Our print management programs combine consultative practices, B2B eCommerce technology, and manufacturing capabilities to help customers control, manage, and measure their print spend. In other words, we make sure your end users have what they need, when they need it—all while giving you the reporting tools you need to study usage trends and expenses.

Working together, we help you achieve lower costs and increased efficiency right from the start. Organizations that implement an enterprise print management program typically reduce direct costs by an average of 10 percent and eliminate 25 percent of inventory expenses.

Applications:

- Advertising Specialties (Promotional Products and Apparel) Print Procurement
- Marketing Collateral (Brochures, Sales Sheets, and Branded Materials) Print Procurement
- Office Supplies
- Operational Printing (Forms, Tags, and Labels) Print Procurement
- Stationery (Business Cards, Letterhead, and Envelopes) Print Procurement
- Warehousing



B2B ECOMMERCE

Point-and-click ordering helps you—and your employees—conserve time and money.

Some call it a digital storefront, others call it an online portal. We call it a busy marketer's dream.

F.P. Horak's B2B eCommerce programs consolidate print-related ordering, purchasing, and management into a single, cloud-based digital platform. It's a simple way to give your end users—whose jobs are not devoted to procurement, ordering, or marketing—what they need, when they need it.

Each platform is uniquely designed to fit your organization's specific assets, challenges, and people. It's styled in accordance with your brand, offering you custom templates without additional design costs. And it can easily grow and flex as your needs change.

As a marketer, you remain in control of your brand standards and marketing messaging. This means that only marketing-approved items—whether wearables or company brochures—are available for order, guaranteeing that your colors, logos, and other brand messaging remains consistent. In the case of specialty items, niche vendors can be connected through the same portal, maintaining one single point of entry for your end users.

And those aren't all of the benefits. Your procurement specialists can leverage their buying power to achieve lower per-unit costs. And periodic summary billing streamlines the accounting and purchasing processes.

If you're looking for one place for your employees and partners to access the resources and tools they need—look no more.

Applications:

- Business Cards, Stationery, and Forms Ordering
- Marketing Collateral Ordering
- Office Supplies Ordering
- Promotional Items and Advertising Specialties Ordering
- Wearables Ordering



Mark Mead, Dennis Pawlak, Steve Rouse, and Paul Mead

At the CAR WASH

CHILDHOOD FRIENDS
BECOME LIFE-LONG
COWORKERS.

In 1978, 18-year-old Dennis Pawlak worked at the ROBO Car Wash on Broadway Avenue in Bay City, just across the street from The F.P. Horak Company. Fritz Horak and Guy Jeffrey often took their cars through for a wash and would chat with the recent high school graduate. When Pawlak learned of a full-time job opening at the family-owned printing company, he jumped at the chance to apply.

Pawlak hired in as employee No. 12, starting out in the bindery department doing stock work and making deliveries. He remembers the thrill of landing a position with full benefits at such a young age.

A few years later, Pawlak needed help sealing a floor on an

F.P. Horak expansion project. He asked Paul Mead, his childhood friend (and former coworker at ROBO Car Wash), if he'd like to help. Horak and Jeffrey were impressed by the young man's work ethic. They asked Mead if he'd like to hire on full time. He joined the Horak team in 1982, doing janitorial and bindery work, and making deliveries.

Mead encouraged his older brother, Mark Mead, who was still working at the car wash at the time, to apply at the rapidly growing printing company. Mark hired on later that year.

Fast forward three years. Pawlak was driving an F.P. Horak delivery truck through Bay City when he saw a childhood friend,

Steve Rouse, shoveling snow in front of Rouse's mother's home. Rouse had attended Bay City Central High School with Pawlak and the Mead brothers.

Pawlak pulled over, rolled down his window, and asked Rouse—a 25-year-old Marine Corps veteran—if he'd like a job at F.P. Horak. Rouse, tired of his then tedious second-shift manufacturing job, said yes.

Forty years later, the four friends are still hard at work. Pawlak is now the director of digital production and distribution. Paul Mead is the bindery operations manager, and Mark Mead is the rotary production manager. Rouse is operations manager.

During their tenure (to date), they've watched the company grow from 12 to more than 200 employees, with an increasingly sophisticated combination of digital and print manufacturing operations.

Their advice? When opportunity knocks, listen. And make sure your friends are listening, too.

YOU'VE GOT THE WILL. WE'VE GOT THE POWER.

NO MATTER WHERE YOU WANT TO GO, THE F.P. HORAK COMPANY'S EXPANSIVE PORTFOLIO CAN TAKE YOU THERE.

We've invested in the technology and talent to bring your ideas to life, whether it's a one-time packaging prototype or an integrated, multichannel marketing campaign. And with our having all of these capabilities in-house, you save time and money.



Chameleon of a Press KBA Rapida 105-6+

- Conventional offset press with incredible flexibility
- 18,000 sheets per hour, at up to a 40-inch sheet size
- Holds conventional inks/coatings and UV inks/coatings, in any combination
- Thick stocks, at up to a whopping 48 point (perfect for packaging)
- Flood and spot coatings for visual and haptic effects



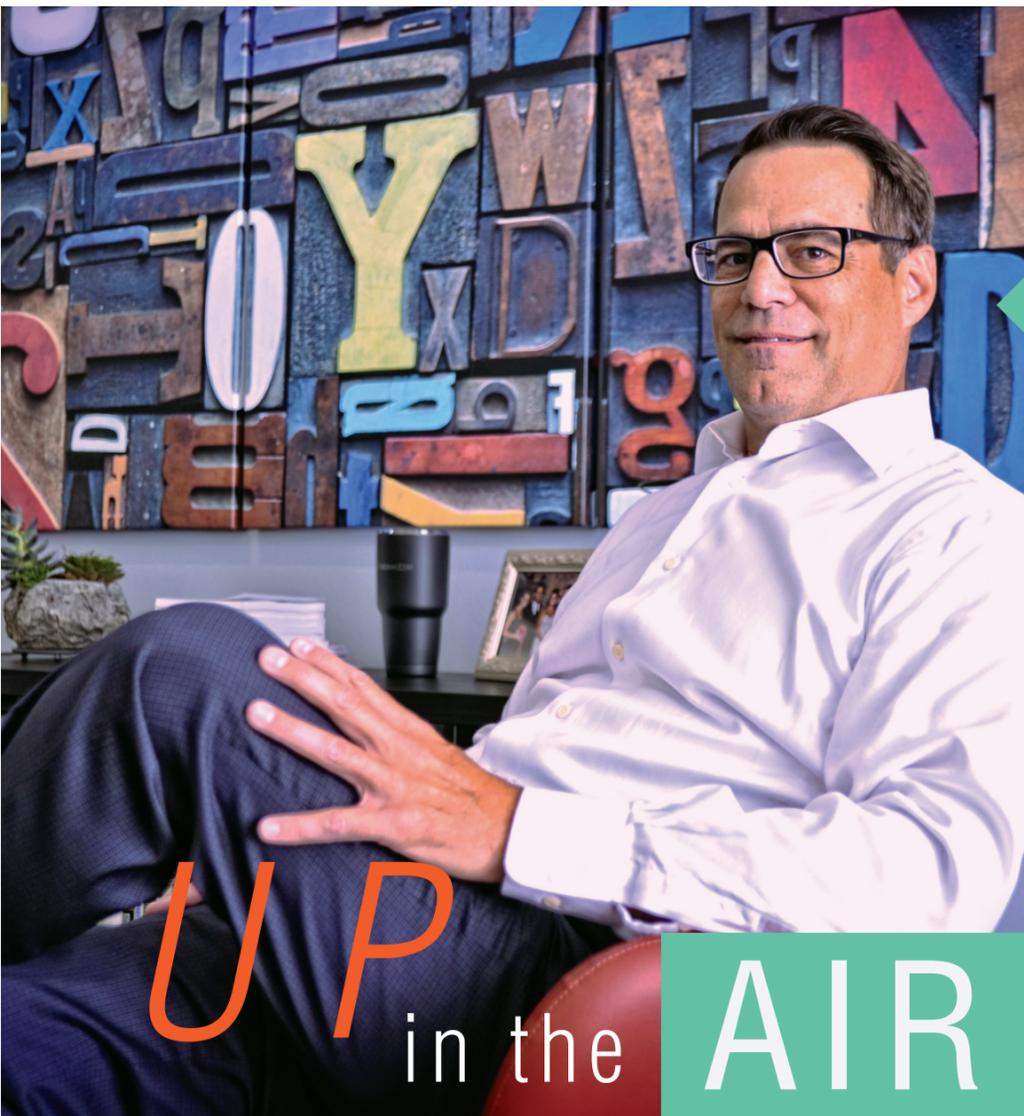
Go Wide Océ Arizona 1260

- Large-format, flatbed digital press with near photographic image quality
- Projects up to 4 feet-by-8 feet and 2 inches thick
- Prints on paper, wood, acrylic, vinyl, brushed aluminum, backlit displays, magnetics, and textile
- Package prototyping, short run, and custom packaging
- Variable data printing capabilities



Cuts Like a Dream ZUND ProCut

- Custom digital die-cutting
- One-off prototype packaging
- Cuts unique shapes on a variety of substrates
- Projects up to 4 feet-by-8 feet
- Creates custom stencils for spot UV coating on the KBA 105-6+



Tim Dust

Most executive searches don't start at 35,000 feet, but Fritz Horak doesn't mind shaking up the status quo.

Horak first courted Tim Dust, then a local sales rep for a national printing company, to come to work for F.P. Horak in 1985. At the time, Dust wasn't ready to make a move, although he was impressed by Horak's business acumen and no-pressure offer.

Fate brought them back together a year later when Dust, traveling with his wife, was on his way to a sales conference in Hawaii—and Horak, who was en route to a family vacation in Florida—boarded the same connecting flight to Chicago.

Dust says, laughing, "I remember looking at my wife and saying, 'with my luck, I'll be stuck sitting in the seat next to Fritz.'" Sure enough, he was, and the two businessmen reconnected.

When Dust got back from Hawaii, Horak invited him to dinner. Dust was swayed by Horak's vision and growth-oriented mindset: He agreed to join the company's sales team in 1987.

"Fritz made it very clear that this company was always going to be positioned for growth," says Dust. "His

philosophy is if you're not growing, you're going backward."

Dust immediately started transitioning the company's focus from transactional sales to programs geared toward helping customers improve their bottom lines. He was promoted to general sales manager in 1990, and then promoted to president in 1995.

A few years later, Horak found himself on another flight, sitting next to a young CPA named Kirk LeClere. In striking up a conversation, the pair realized they had a mutual acquaintance. Talk eventually turned to business.

The young man sitting beside him impressed Horak. Because the company's chief financial officer had recently left to start his own business, Horak asked LeClere if he'd be interested in a new opportunity. LeClere, also a talented and beloved local musician, joined the company as CFO in 1999, working until his untimely death in 2015.

Horak's unique blend of vision and moxie not only draws top talent to the organization: It also helps him leverage existing resources with next-generation technology to anticipate—and exceed—his customers' expectations.

ALWAYS ON THE LOOKOUT FOR TALENTED PEOPLE, FRITZ HORAK WOODED TWO FUTURE TOP EXECUTIVES DURING AIRLINE FLIGHTS.



Get Personal HP Indigo 12000

- 4,600 color, B2-size sheets per hour (29.5 inches-by-20.9 inches)
- Up to 7 ink stations on press, including white ink and fluorescent pink ink
- One-shot technology safely prints on plastic, vinyl, and acetate
- Prints on 50# text up to 150# cover and 3-18 point in thickness, including coated, uncoated, colored and dark papers, and paperboard for folding cartons
- Customization capabilities through variable data printing
- Short-run lengths



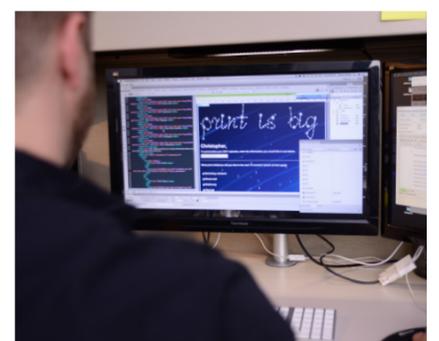
A Perfect Finish Moll Premier 36 Folder Gluer

- Flexible, high-speed finishing system with 36-inch wide format
- Quickly and cost-effectively produces all styles of pocket folders
- Folds and glues in multiple directions (perfect for attaching product samples, removable CDs, and credit and gift cards)
- Produces booklets, boxes, tent cards, coffee cup sleeves, room key holders, and more



One-stop Shopping OrderCloud Four51

- B2B eCommerce solutions
- Easy-to-use, single-portal ordering systems
- Fully customizable experience for unique end users
- Scalable solutions for 10 to 10,000 users
- Single sign-on
- Automated ordering for business cards, marketing materials, trade show exhibits, company wearables, and more



Master Your Multichannel Marketing XMPie

- Multichannel and variable data printing marketing software
- Personalized, relevant communications across print and digital media
- Coordination of print, email, landing pages, video, and data-driven images
- Various channels for communicating with clients and prospects
- Data imported from existing systems and results exported back to existing systems at scheduled intervals



Beth Elliott,
Marisa Horak Belotti,
and Matt Jeffrey

In
GOOD

HANDS

A CUSTOMERS-FIRST APPROACH LIVES ON IN F.P. HORAK'S THIRD GENERATION OF FAMILY LEADERS.

Fred Horak's three grandchildren, having grown up in the family business, have customer service directly coded into their DNA. However, each one brings a unique skillset to the day-to-day operations *and* to the boardroom.

Fritz and Lucy Horak's daughter, Marisa Horak Belotti, serves as the company's chief strategy officer and *Great Lakes Bay* magazine publisher. Meanwhile, Guy and Marilyn Jeffrey's daughter, Beth Elliott, works as a sales consultant, and their son, Matt Jeffrey, serves as chief culture officer.

As the company expands its offset and digital printing

capabilities into packaging, large-format, web-to-print eCommerce, custom publishing and content marketing, and integrated marketing, one thing hasn't changed. "[It's] the human factor," says Horak Belotti, that comes from being family owned.

"We're *not* corporate America," Horak Belotti says. "We've grown and evolved our business based on our customers' needs, not our own. If they have a challenge, we invest the time and knowledge in order to help them clear the hurdle."

Jeffrey agrees. "There's no doubt that the reason we're still around centers on our willingness

to change and to keep ourselves educated on how markets are unfolding," he says. "We invest accordingly so we can participate in those changes."

In a family-business environment, that level of flexibility requires unshakable trust in each other and a willingness to take risks. At times, this can be challenging but is well worth it, says Elliott. "Our personalities are totally different [from one another], and we approach things differently, but our roots are the same," she says. "We have mutual respect for each other and, together, we come up with good solutions."

Today, the company's clients range from small businesses and nonprofit organizations to Fortune 500 companies in a variety of industries found all around Michigan, the United States, and the world. With a diverse client base and new services being launched continuously, the three members of the third generation find it hard to pinpoint where the future might take them.

"It will go where our clients take us," says Elliott.



B2B eCommerce

ONE LESS THING TO REMEMBER

A bank's new single sign-on technology seamlessly integrates with its digital storefront.

"Due to rapid growth in recent years, we needed a single sign-on solution [to our technology systems] that would make it as easy as possible for our employees to access the websites and content they need to do their jobs more effectively. F.P. Horak understood our need and worked to integrate their digital storefront technology into the direction we are headed."

John Hatfield, Senior Vice President, Director of Marketing, Chemical Bank, Midland, Michigan



Packaging

A BETTER PACKAGE FROM BEGINNING TO END

A seals and packing distributor's direct-mailed box delights the eye and delivers results.

"My original box company lacked graphic design specialists, so I asked F.P. Horak if they could design, create, and print the type of package I was looking for. The box they created is amazing. Working with a bigger company is much more effective because they can handle the job from beginning to end."

Dave Zatkoff, Vice President, Zatkoff Seals & Packings, Farmington Hills, Michigan



Integrated Marketing

THIS BREW'S FOR YOU

A paper and packaging distributor hits the mark with a campaign that leverages variable data printing.

"We reached out [to our customers and prospects] with personalized versions of our B2B custom magazine. The variable data print showcased the effectiveness of today's digital printing technology. We followed up the magazine with a custom letter encouraging readers to reach out to our specialists for more information. From initial design concepts to on-time delivery of projects, F.P. Horak makes it easy to do business from A to Z."

Courtney Enser, Director of Marketing & Sales Alignment, Millcraft Paper and Packaging, Cleveland, Ohio



Custom Publishing and Content Marketing

ENGAGING READERS IN PRINT AND ONLINE

A manufacturer uses a custom publication and content marketing to build brand awareness and recruit talent.

"Beyond Paper (magazine) helps tell the Glatfelter story in a way that positions us as an industry thought leader with our readers. Each issue starts out in print and then gains legs when we push content out through our social media channels and blog. We're inspired by—and truly value—F.P. Horak's editorial team. They know how to make our stories entertaining as well as informational."

Karla Heberlig, Communications Analyst, Glatfelter, York, Pennsylvania



Creative Design and Commercial Printing

TAKING IT UP A NOTCH

A pontoon manufacturer's catalog makes waves thanks to expert creative concept, design, and printing.

"We continue to hear a lot of positive comments from consumers and dealers about the beautiful catalog F.P. Horak designed and printed for us. Their team makes it easy. We've worked with them for several years now, and they're always mindful of our budget. We get a high-quality product at a fair price."

Jim Wolf, President and CEO, Avalon and Tahoe Manufacturing, Alma, Michigan



Digital Printing

GETTING THE WORD OUT TO CONTRACTORS

A national roofing company markets its digital storefront to customers/users with personalized, digitally printed mailers.

"We needed an attention-getting, powerful, personalized mailer to educate roofing contractors on the features of our digital storefront. F.P. Horak helped us develop a functional piece that not only fit our budget, it tied in beautifully with the existing look of the storefront."

Tara Gerhardt, Marketing Manager, JRB Enterprises and Duro-Last Roofing, Inc., Saginaw, Michigan



HORAK FAMILIES

In addition to the Horaks and Jeffreys, there are members of 11 other families working at The F.P. Horak Company:

- **BORGERDING:** Josh Borgerding (programming operator) and Holly Borgerding (customer service representative) - husband and wife
- **CRAMER:** Bill Cramer (mail production) and Leah Childs-Cramer (fulfillment) - husband and wife
- **DEMOTT:** Darrin DeMott (chief operating officer) and Melissa DeMott (project manager) - father and daughter; and Greg DeMott (information systems specialist) - Darrin's brother
- **DUPUIS:** Jason Dupuis (driver) and Matt Dupuis (driver) - brothers
- **DUST:** Tim Dust (president) and Andy Dust (fulfillment) - uncle and nephew
- **ILL:** Brenda III (bindery) and Frank III (digital press operator) - wife and husband
- **JAHN:** Rob Jahn, Rob Jahn III (sales consultant), and Johnathan Jahn (sales consultant) - father and sons
- **MEAD:** Mark Mead (rotary production manager) and Paul Mead (bindery operations manager) - brothers; and Cindy Mead (bindery) - Mark and Paul's sister-in-law
- **PAWLAK:** Dennis Pawlak (director of digital production and distribution), Jeremy Pawlak (desktop operator), and Janell Pawlak (accounting assistant) - father and son and daughter
- **ROUSSE:** Steve Rousse (operations manager) and Andrea Rousse (creative services art director) - husband and wife; and Dan Rousse (digital press operator) - Steve's brother
- **SWIECICKI:** Randy Swiecicki (commercial scheduler) and Collin Swiecicki (digital press operator) - father and son

WHERE DO YOU
WANT TO TAKE
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THE F.P. HORAK COMPANY CAN HELP YOU GET THERE.

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Want to learn more?

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