



Print: Simply Redefined



Burke has over 100 years of printing experience, and the most knowledgeable staff in the industry. We approach each project with attentive energy, taking care of every detail. We work closely with you to find the best solution for your project, whether it's digital printing or offset; whether it's a hundred postcards or thousands of magazines. Our enthusiastic staff has extensive print knowledge and experience. Combined with our top-of-the-line equipment, we can tackle even the most complex print pieces.

**Burke is your media: simply redefined.**

## HIGH VOLUME OFFSET PRINTING

Burke looks at every project and client as custom and unique, which is why we cater to high and low volume print runs and different criteria for different clients. We continuously look for ways to decrease negative impact on the environment. This commitment was a major factor in our purchase of the Komori GL40 — one of the lowest waste-producing and energy-consuming presses in its class.

Besides paper, we have a variety of substrates we can print on, including synthetic paper, plastics, vinyls and almost any media up to an 18pt thickness. You can trust that Burke will represent your brand in the highest quality, as we are a G7 certified master printer. This means that colour output is calibrated to internationally-recognized certification, so brand consistency is easily managed across all our output devices. Employing our state-of-the-art equipment and experienced staff means we can use the quickest, most efficient machine-based solutions depending on the demands of the project and your printing needs.

### A glimpse of our offset equipment

- Heidelberg Low Energy UV Press: The first of its kind in Western Canada, this press represents a giant leap forward in printing speed, quality and efficiency. The Low Energy UV Press is an 8-colour machine that prints 18,000 sheets per hour. Revolutionary in design, this press offers an automated digital workflow that reduces the printing schedule by 60%. Increased efficiency and heightened productivity is the result,

but never at the expense of quality and craft. With unmatched performance, it will deliver your ideas faster and more brilliantly than you imagined possible.

- Heidelberg Speedmaster SM52: A 4-colour press with production speeds of up to 15,000 sheets per hour. The Speedmaster SM52's high energy and resource efficiency makes it the most environmentally-friendly press in its class.

## DIGITAL PRINTING

Advances in digital print technology have transformed how we look at the variable print requirements of today's ever-changing marketing world. Our digital printing equipment has been optimized for short-run, print-on-demand and variable print projects.

At Burke the future is now. We have met these challenges and can add that personal touch at a competitive cost to your next marketing campaign.

Digital printing offers a faster turnaround than offset printing and a consistent, repeatable ink colour with the quality your project requires. It creates a smaller environmental footprint when used for small runs.

Individual pieces can be customized in a single run and files can be uploaded through our online client portal. Using our digital department is a great opportunity for you to save time and money without risking the quality of your project.



## VARIABLE PRINTING

One of the biggest assets our digital department brings is its variable printing capabilities. This means you can easily personalize mailouts and customize marketing materials with text, graphics and images. You can then add personal touches to your marketing materials, which help to generate repeat sales and attract new customers.

### A glimpse of our digital equipment

- HP Indigo 5500 Variable Digital-Offset Device: The one true digital offset press that combines the look and feel of traditional offset quality with the power of variable print technology. This can offer an economic advantage for short-run books, brochures, and marketing products. This press offers a higher quality print, faster turnaround, and more economical printing options than traditional digital devices.
- Konica Minolta Biz Hubs: Digital print technology built to meet the demands of today's print-on-demand requirements. We have stocked our stable with three of the most versatile and powerful digital print devices available. These devices allow us to produce vibrant colours and captivating blacks within awe-inspiring images that appear to pop off the page thanks to the gloss finish toner.



Along with this revolutionary service, we offer many other finishing techniques to add the final touch to any project:

- Saddle stitching
- Shrink wrapping
- Trimming
- Presentation folder finishing
- Coil binding
- Wire-o® binding
- Perfect binding
- Any type of folding
- Hand work
- Round cornering
- Drill padding
- Die cutting
- Spot UV

## FINISHING

Over the last 100 years, we have seen a lot of printing! Accordingly, we have seen to it that our offset and digital line-up provides a depth of manufacturing flexibility that few printers can match. We are always innovating and improving in order to best serve our customers.

One of our most celebrated finishing techniques is ultra violet (UV) coating - a process that very few of our Alberta competitors can complete. Our UV coating process applies high quality gloss or satin finish to a wide range of offset and digitally printed applications, enhancing the richness of its colours while protecting them from scratches and scuffing. We can also produce spot UV, coating only specific areas of the sheet adding a cost-effective dramatic effect.

## ON DEMAND PRINTING

With two Konica Minolta BizHub Pro 6500 and Pro 1050, Burke has the expertise and equipment to provide full colour or black and white digital products, from postcards to manuals, for many businesses in Western Canada. This equipment, in combination with our software, is capable of variable direct printing to enhance marketing messages with variable images in addition to variable text.

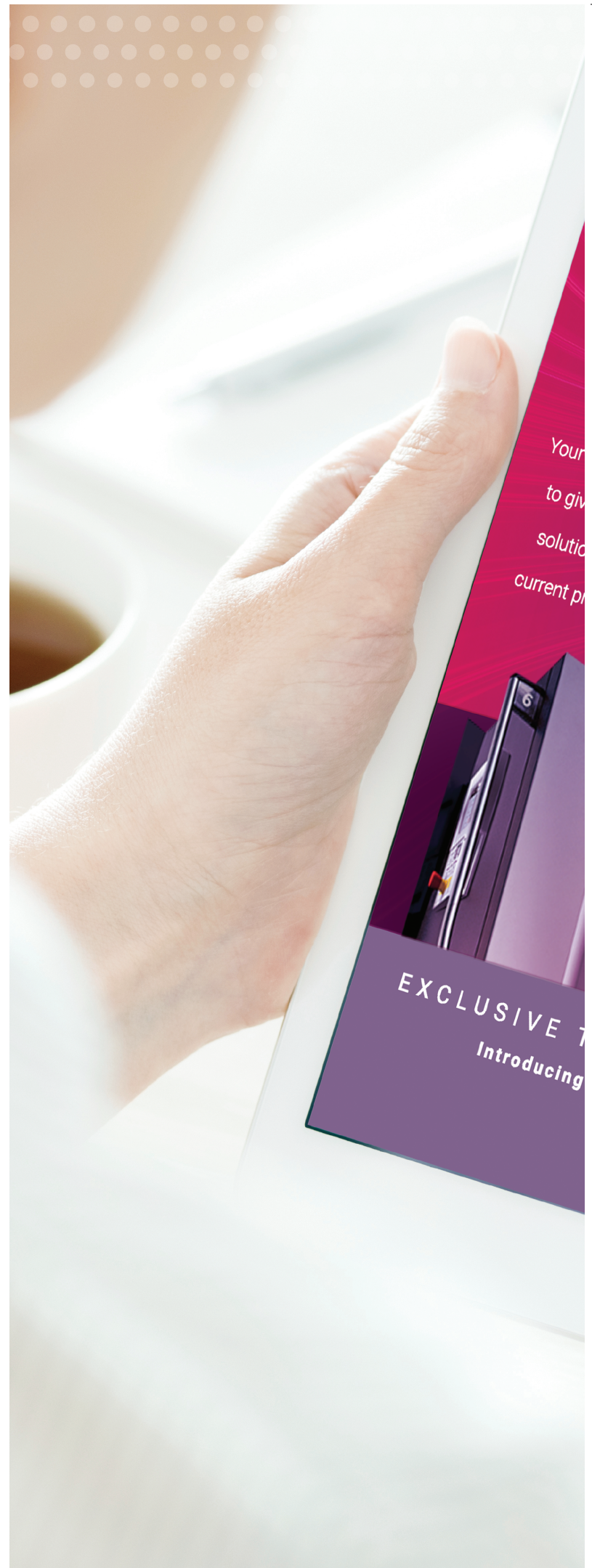
## WEB PORTAL & ONLINE PRINT SERVICES

Dedicated to making the printing process seamless and convenient, Burke offers an online print ordering system making it easier than ever.

The print ordering system accommodates virtually any printed material, from business cards through to letterhead, signs, posters, and variable projects. Items are ordered easily by navigating a friendly and efficient catalogue. The system can also be customized with your products, logos, colours, etc to generate a site designed especially for you and your staff. You are in control of who can print and what they are allowed to do. We will give you a personalized site to make your online ordering experiences with us convenient, easy and fast.

We can convert your corporate materials, like business cards and letterhead, into online editable templates for quick and easy ordering, while ensuring exact adherence to your graphic standards. Items can be partly or fully customizable.

By using your online print portal, we are giving you a private pipeline into our production workflow. This, coupled with the ability to control where and to whom your orders are going, make it a powerful tool to keep up with today's on-demand world!





⚡ Request a Quote

📁 File Upload

## OUR VISION - CONCEPT TO COMPLETION

Your ideas are the spark that inspires our vision — marrying your ideas with art and technology to give them life, delivered at the speed of light. We explore the boundaries of exclusive print solutions to realize our vision — solutions that are unequalled, challenging the limitations of current print technologies and services because we believe better ways must be advanced to honour you and your vision

HEIDELBERG  
Speedmaster

TO BURKE IN WESTERN CANADA.  
ing our new Heidelberg Low Energy UV Press.

Learn More



## ENVIRONMENTAL RESPONSIBILITY

We are committed to using products and processes that minimize our impact on the environment.

### We do it by:

- Using low VOC (volatile organic compound) vegetable-based inks.
- Using Forestry Stewardship Council (FSC®) papers.
- Using recycled or biodegradable substrates.
- Offering electronic proofing.
- Participating in green initiatives such as the City of Edmonton's "The Way We Green."
- Watching for and adopting new environmentally conscious practices, such as implementing an auto-on lighting system in our warehouse, using low-water practices, housing everything Burke in one building, limiting outsourcing and courier use, etc.

And, at the foundation of our print business, our G7 colour-handling printing process cuts down significantly on waste across our operations and also reduces CO<sub>2</sub> emissions.

Heidelberg Low Energy UV Press



## LOGISTICS, WAREHOUSING AND FULFILLMENT

We can manage your entire inventory, collate multiple items and arrange mass distribution — or simple desktop delivery — of promotional items. Our excellent relationships with leading logistic and courier providers mean preferential rates and reduced costs to you.

## PRODUCTION CONSULTING

We offer you the benefit of our years of experience and work closely with our clients to understand their objectives and uncover the best solutions. Our team of prepress, planning, bindery, and production specialists are always available for consultation on your project. Get us involved early to save you time and money.

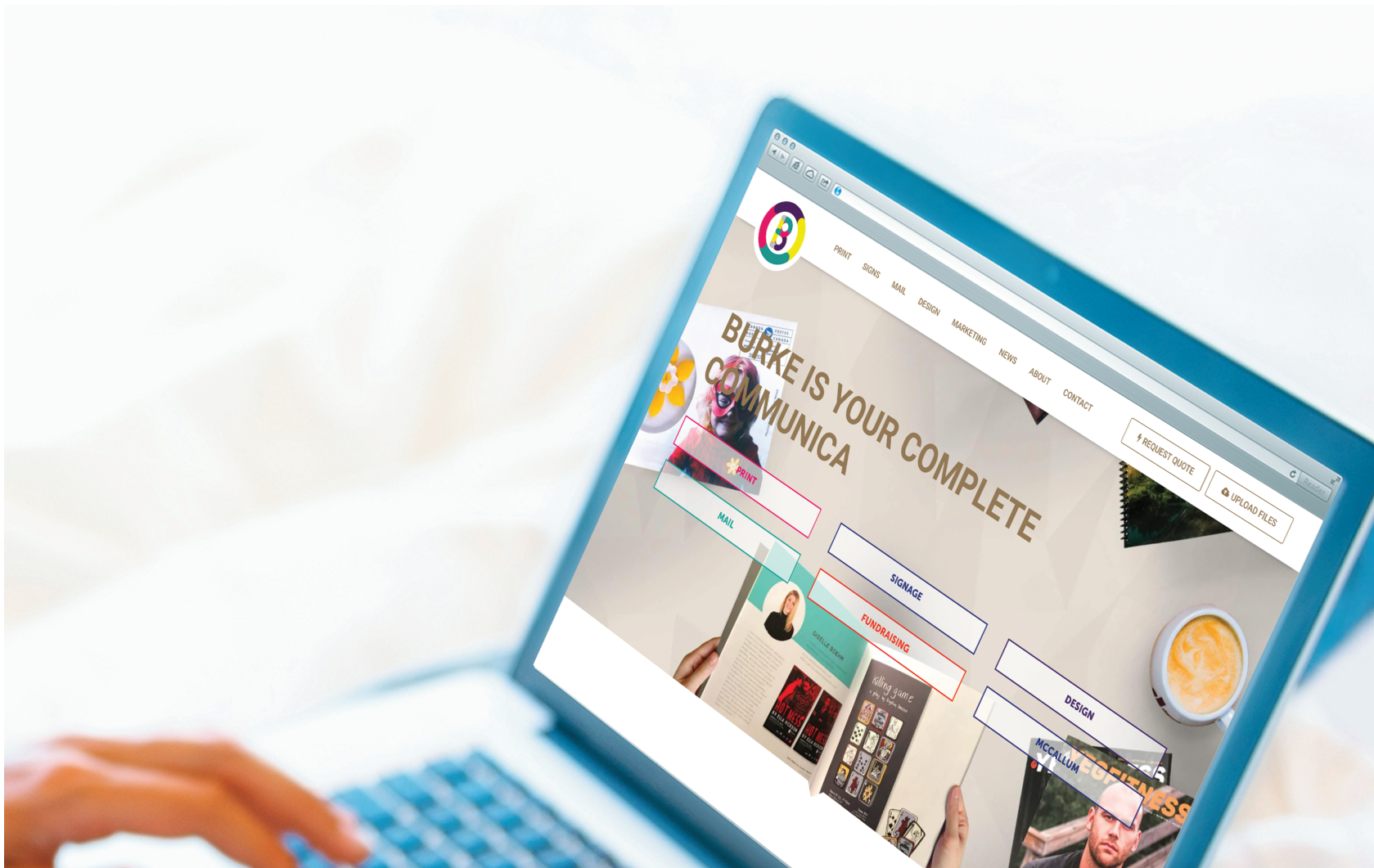


## PRODUCTION SCHEDULING

At Burke, we take your timelines seriously. Everyone from your Account Manager and customer service representative, to our departments of prepress, press, bindery and mailing, are focused on timelines.

Customer account management is supported with customer service representatives who focus on individual customer requirements and timelines. Dockets are order specific, and include all material details, proofing, and delivery dates. All orders are scheduled to be on press at an optimum date to ensure post-press finishing and services are done in adequate

time for on-time delivery. This is monitored and reinforced with daily production meetings to review department and plant production volumes and specific project requirements. For critical timelines or unique production requirements, a separate team meeting is held by your Account Manager, customer service representative, and key departments. Supporting this mindset is an intensive, proprietary production scheduling software available online to everyone in the plant. This job-tracking system updates any production in real time for up-to-the-minute accurate information.



## SECURITY

Burke is designated as a secure printer by the Alberta Government, which requires not only certain personnel and building requirements, but also an ongoing process to ensure security of critical documents.

We understand the sensitive nature of personal information and have measures in place to prevent unauthorized access to our network and facility. All data resides on our secured server and all physical material is stored in a secure area with access limited to authorized personnel only. Once an order is complete, all files/CDs/USBs are returned or destroyed after 30 days.

## FSC® LEADERSHIP

We recognize environmental protection as one of our guiding principles and a key component of sound business performance. Burke is FSC® certified and we take great pride in our environmental leadership within the business community. We organize and sponsor educational seminars for customers and the business community on FSC® certification benefits. We are committed to providing a quality product in a manner that ensures a safe and healthy workplace for our employees and minimizes our potential impact on the environment. To exemplify our commitment, each one of our Account Managers who work and consult in the community are familiar with FSC®, giving them the tools to provide guidance to our customers on environmental options.

## PRINT PRODUCTION CHECKLIST PLANNER

### Primary Objectives

- ☐ Bring customers into our store(s)
- ☐ Drive orders on our website
- ☐ Generate new sales leads/appointments
- ☐ Boost call volume or orders
- ☐ Drive event attendance
- ☐ Inform customers of our services
- ☐ Internal Organization

- ☐ Other: \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_

### Artwork Files

What artwork will you be producing and where will you be receiving the files from?

- ☐ My own artwork files
- ☐ Burke Groups design team will provide the files
- ☐ I require Burke Group to update my current files

### Estimate Information

What information will you need to discuss with your account manager?

Is this a PMS or CMYK project?

- ☐ **CMYK:** CMYK refers to the four inks used in some colour printing: cyan, magenta, yellow, and key (black).
- ☐ **PMS/Pantone:** A set of standard colours for printing, each of which is specified by a single number. Often, logos are printed with PMS colours for brand consistency.

Would you like a coated or uncoated stock?

- ☐ **Uncoated:** Ask your account manager about specialty finished stocks such as pearl, linen and felt!
- ☐ **Coated:**
  - ☐ Gloss
  - ☐ Dull/Matte
  - ☐ Silk

What is the quantity you would like to produce?

- ☐ **Quantity:** \_\_\_\_\_  
Please note that the cost per unit decreases dramatically as the production quantity increases.
- ☐ Base the quantity on the mail list. Burke can provide you with mail data lists based on your customers geographical area or demographics.

Do you require variable printing?

- ☐ **Yes:** Variable printing means you can personally customize each piece, leaving your customers feeling like more than just a piece of data and further engaging your audience.
- ☐ No

## Size, Fold, and Additional Procedure

### Standard Sizes

\*Please note that all projects are custom and you do not have to adhere to the standard sizes below

- ☐ Post Card: 4" x 6"
- ☐ Letterhead: 8.5" x 11"
- ☐ #10 Envelopes: 9.5" X 4.125"
- ☐ Half Fold Cards: 5" x 7"
- ☐ Business Cards: 3.5" x 2"

### Standard Folds



- ☐ Half Fold



- ☐ Roll Fold



- ☐ Tri-Fold



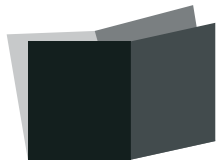
- ☐ Z Fold



- ☐ Gate Fold



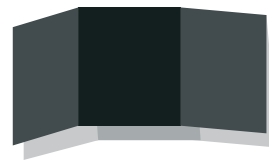
- ☐ Accordion Fold



- ☐ Half & Half Fold



- ☐ Double Parallel Fold



- ☐ Half Fold to Tri Fold



- ☐ Double Gate Fold

### Additional Procedures Available

- ☐ Binding
  - ☐ Saddle Stitch
  - ☐ Perfect Bound
  - ☐ Coil Bound
  - ☐ Wire-O Bound
  - ☐ Corner Stitch
- ☐ Round Cornering
- ☐ Varnish
  - ☐ Dry Trap Varnish
  - ☐ Matte and Gloss Varnish
  - ☐ Soft Touch Varnish
  - ☐ Spot Varnish
- ☐ Aqueous Coating
- ☐ UV Coating
- ☐ Spot UV Coating
- ☐ Foil
- ☐ Emboss
- ☐ Thermal Ink
- ☐ Score
- ☐ Perforation
- ☐ Sequential Numbering
- ☐ Tabbings







**[burkegroup.ca/print](http://burkegroup.ca/print)**

17407 106 Avenue  
Edmonton AB T5S 1E7

1-800-837-1395