SIGN & BUSINESS PRINTING

PRODUCT CATALOG 2015

RCP SIGN & BUSINESS PRINTING

ABOUT RCP

RCP provides custom Sign & Business Services. We want you to succeed and helping you communicate effectively is vital to our mutual success. This catalog illustrates the products we provide. If you do not see what you need, be sure to inquire!

DEDICATED STAFF

Our staff is dedicated to solving your Sign & Business Printing problems. We take the time to consult with you one-on-one to make sure all of your printing needs are met, while still working within your budget. We are available to you at your convenience, during business hours and by appointment. Finally, our state-of-the-art equipment ensures the quickest turnaround time for your projects and we pride ourselves on meeting your deadlines.

We look forward to doing business with you!

Additional Questions? Please call RCP at 517-647-4600, visit us in store at 1301 E. Grand River Ave., Portland, MI 48875, or ring us to schedule an appointment at your business.

RCP offers Sign & Business Printing in addition to our prime business of providing artist services. This catalog details the business products we offer. Should you not find what you need here, simply call us to inquire.

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ENERGY
GROW
INSTRUCTIONAL
AQUATICS
TEAM
CLUB SPORTS
Tulane University
Tulane University
Tulane University
POWER
FITNESS/WELLNE
PLAY
INTRAMURALS
Tulane University

BANNERS

A banner can be a quick, cost effective solution for a wide range of applications – whether you need to advertise, promote, invite or inform.

RCP offers high quality banners with fast delivery. Using a Latex Ink Printer, our banners have no odor and utilize recyclable materials (details below). Optionally, a range of vinyl materials are also stocked.

Our background is in printing Fine Art. That expertise applies directly to our banner business to deliver great looking graphics and pictures.

Why buy from a cut rate discounter when you can get RCP quality for the same price?

- FULL-COLOR INDOOR
- FULL-COLOR OUTDOOR
- BANNER STANDS

HELPING YOU GO GREEN

Accept nothing less than high environmental standards. HP Latex Inks help improve the work environment. Odorless prints are suitable for use even in schools, medical facilities and restaurants

- HP Latex Inks are UL ECOLOGO Certified and meet a range of stringent human health criteria.
- HP Latex Inks have achieved GREENGUARD GOLD Certification and are certified to standards for low chemical emissions into indoor air.

MAKE A STATEMENT THAT EVERYONE CAN SEE

FULL-COLOR INDOOR

These sophisticated full-color banners best showcase your design in an indoor setting. Turn your logo, graphics or product photos into a one-of-a-kind display.

FULL-COLOR OUTDOOR

Tough, weather resistant materials that are easy to install are the order of the day. Colorfast inks do not run and provide long life and high visibility. For the ultimate durability we may suggest laminating your banners.

PRICING:

- (1) Banner $4.10 per sq. ft.
- 60 sq.ft. or more $3.10 per sq. ft.
- 120 sq.ft. or more $2.85 per sq. ft.
- above include fasteners installed

- Minimum graphic / art set-up fee is $22.50 using clients art work, additional graphic design time is $90.00 per hour
- Print ready art work does not require a setup fee. (PDF prepared by clients with files to scale)

IDEAS:

- Graduation
- Trade Show
- Business Presentation
- Welcome Home
- Charity Sponsorship
- Retail Promotion
- Grand Opening
- One Day Sale
- Art Fair Booth
- Sports Events
- Open House

BOLD COLORS, BOLD DESIGNS

BANNER STANDS

We offer more than just banners – we also have banner stands! We have options for rollup banners, one-sided or two-sided, table top displays and tripod stands. These displays are a great, portable way to market your event, business or product. Increase your visibility with a custom designed professional banner for your next event or promotion!

IDEAS:

- Trade Show Booth
- Convention Display
- Gallery Opening
- Restaurant Specials
- Museum Exhibit
- Sales Pitch

1126

Beauty and Baskets

Cosmetics
Jewelry
Gifts
Misc.

WINDOW DISPLAYS

Looking to spice up your storefront windows or take your advertising mobile, while still being cost effective? A window display just might be the thing for you! Displays are easy to apply and add a professional appearance to any glass surface.

- WINDOW PERF
- WINDOW GRAPHIC FILM

CREATE A LASTING IMPRESSION

WINDOW PERFS

Perforated vinyl placed on the outside of a window creates eye-catching advertisements while providing privacy and shade on the inside. Use alone or combine your window perfs with our cut-out vinyl lettering (pg 25). Remember, these graphics are easy to remove! Change your graphics to keep your store front fresh or to announce new products and services.

PRICING:

- $5.00 per square foot
- Volume Discounts Available

IDEAS:

- Company Logos
- Storefront Windows
- Hours of Operation
- Rear View Windshield Ads

SHOW WHAT YOU HAVE TO OFFER

WINDOW GRAPHIC FILM

Transparent film is printed on one or two sides and sticks to glass using static cling. There is no effort to install or remove! Change the graphic on your glass door or window often to announce special events.

PRICING:

- $4.95 per square foot
- Volume Discounts Available

IDEAS:

- Retail Promotions
- Announcements
- QR Codes
- Holiday Decorations
- Event Details

PEPPINO'S
SINCE 1976
PIZZA

DECALS

Decals come in many forms for many applications – ranging from life-size cutouts of your favorite football player or cartoon character to maps for classroom walls. These decals can be made with self-adhesive vinyl, that can easily be removed and transferred, or permanent adhesive. We can create customized "white boards" for your office or dry-erase custom menu boards for the daily specials at your restaurant. We can also create labels for your products, custom safety labels, temporary direction signs and more. Decals can be very large or very small…you are only limited by your imagination!

- DECORATIVE
- SIDEWALK
- STICKERS
- VINYL LETTERING

BRIGHTEN YOUR SPACE

DECORATIVE

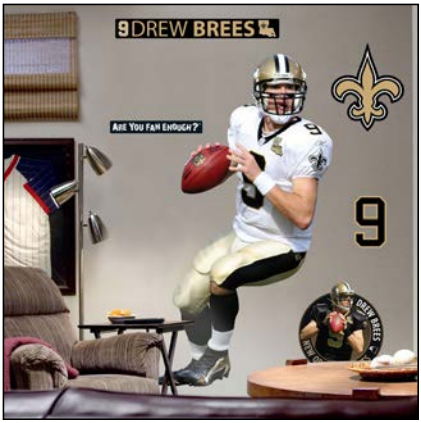
These individual cut decals can display practically any message, practically anywhere. Decorative decals enhance your storefront, add detail to your walls and effectively advertise your products. Your graphics are printed on 4 mil removable self adhesive vinyl.

PRICING:

- Less than 10 square feet
  $5.50 per square foot
- Less than 50 square feet
  $4.50 per square foot
- Less than 100 square feet
  $4.00 per square foot

IDEAS:

- Custom Cutouts
- Team/Company Logo
- Holiday Decorations



STOP THEM IN THEIR TRACKS

SIDEWALK - WALLS - FLOORS

A tough as nails decal on the sidewalk can attract a lot of interest, as will a product decal on the floor of your store. Direct attention to new products or specific sections of your store.

IDEAS:

- Directional Signs
- New Product Ads
- Welcome Sign
- Guerrilla Marketing

TAKE YOUR ADVERTISING UP A NOTCH

STICKERS

Think bumper stickers or product labels. Bumper stickers will spread the word of your business far and wide, while labels make your product easy to identify up close and personal.

PRICING:

- Less than 10 square feet $5.50 per square foot
- Less than 50 square feet $4.50 per square foot
- Less than 100 square feet $4.00 per square foot

IDEAS:

- Company Logo
- “New!” Product Labels
- Adhesive Business Cards
- Company Envelope Seals

BETTER VISIBILITY FOR YOUR BUSINESS

VINYL LETTERING

These individually cut letters can be applied to a variety of surfaces, including windows, doors or walls. Consider printing the vinyl with colorful graphics/ patterns and then letting us cut out your letters. Be creative! Use alone or combine your vinyl lettering with our window perf graphics (pg 13).

PRICING:

- Print your art to vinyl - $5.50 square foot
- Cutting Vinyl - $1.00 square foot
- Cutting Set-Up Fee - $30.00 minimum

IDEAS:

- Company Name or Slogan
- Monograms
- Product Labels
- Hours of Operation
- Business Contact Information

CENTRATION
HASLETT
9
TORQUE
OJECTILE MOTION
ENERGY
NTER OF GRAVITY
MOMENTUM
CCELERATION

1
TESTED
2
TRAINED
3
ENERGIZED

WALL COVERING

We create custom wall coverings! Look beyond signage and see the potential of stunning, high-resolution wall coverings. Today's commercial and residential spaces are full of exciting design and customized interior wall decoration is in demand. We can print your designs on a variety of substrates including wallpaper, vinyl, paper, fabric and canvas.

- RETAIL
- DECORATIVE

CREATE AN IMAGE THAT LASTS

RETAIL

Custom wall coverings can transform a retail space. Attract attention to new products, rebrand your image or simply update your interior décor. If you can think it we can print it!

PRICING:

- Price dependent on type of media used. A wide range of material is available.

IDEAS:

- Point of Sale Marketing
- Product Feature Wall
- Custom Wallpaper Designs,
- Gallery Exhibits

SHOW OFF YOUR CREATIVE SIDE

DECORATIVE

Custom wall coverings can transform a retail space. Attract attention to new products, rebrand your image or simply update your interior décor. If you can think it we can print it!

PRICING:

- Price dependent on type of media used. A wide range of material is available.

IDEAS:

- Customized Mural
- Business-Themed Wallpaper
- Medical Facility Décor
- Classroom Visual Aides

TEST YOUR MEDAL
SEVEN SPORTS - 300 ATHLETES

LAMINATING

If you are in doubt as to how long you want a sign or vinyl graphic to last the answer may be to laminate it! We can accommodate hot (two-sided) or cold (one-sided) lamination and provide you with several types of "over laminates," adding considerable life to your sign or graphic.

Over laminate options include matte or glossy.

- MOUNTING
- MENUS
- OUTDOOR SIGN STANDS

PRICING:

- Over laminating $2.50 square foot
- More than 100 square feet $2.25 per square foot
- Laminating both sides (encapsulate) multiply price by 2

MARKET YOUR BUSINESS WITH STYLE

MOUNTING

RCP can mount your business graphics, prints, or art to a wide selection of substrates.

PRICING:

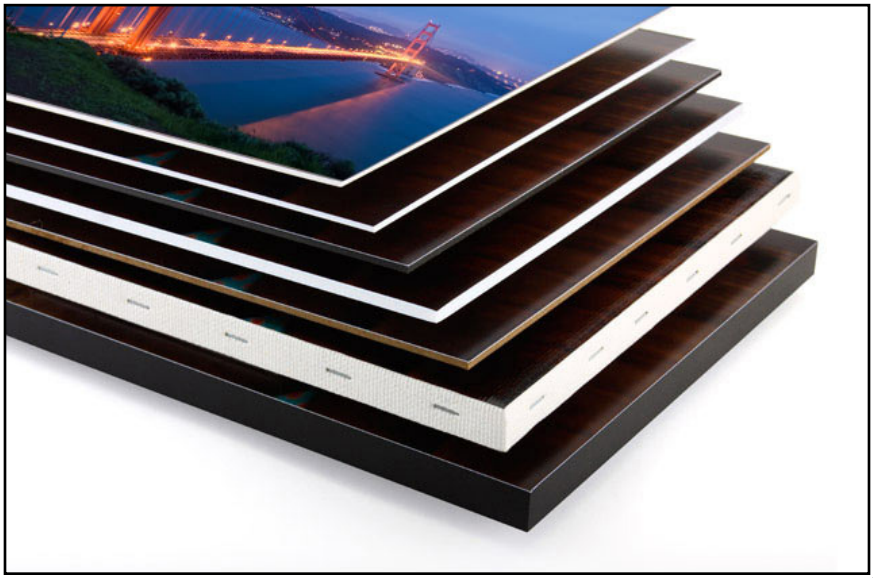
- Dependent on material. Call for Quotation.

Common Materials:

- 4 mm Plastic Core
- 3/16 Ultra Core - Black
- Dibond Aluminum Composite - 2mm
- Foam Core

IDEAS:

- Poster Presentations
- Indoor or Outdoor Signage
- Fine Art
- Photography



SOLUTIONS FOR YOUR BUSINESS

MENUS

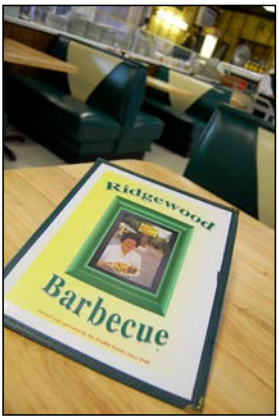
Restaurant menus need to be water and stain resistant for added life span and continual usage. Therefore, laminating all menus is a must for your eatery. Go above and beyond by creating laminated placemats, table coverings and more.

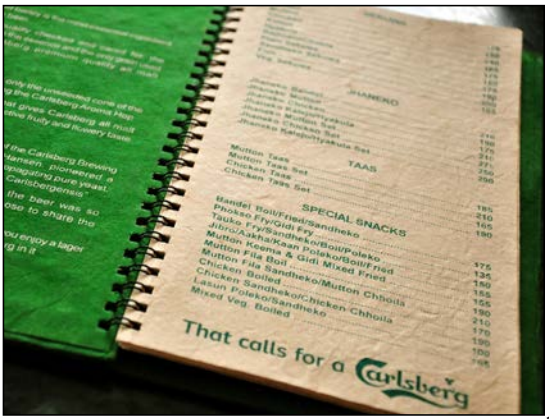
PRICING:

- Allow us to quote your custom project

IDEAS:

- Large Menu Boards
- Cuisine Menu
- Drink Menu
- Daily Specials
- Dessert Menu





FILL YOUR SPACE WITH CREATIVITY

OUTSIDE SIGN STANDS

A-frame outside sign stands grab the attention of passers-by and are weather resistant for year-round use. Advertise your business services, retail promotions, daily restaurant specials and more! Sign stands are two-sided, which offers you the option to promote two specials at once.

IDEAS:

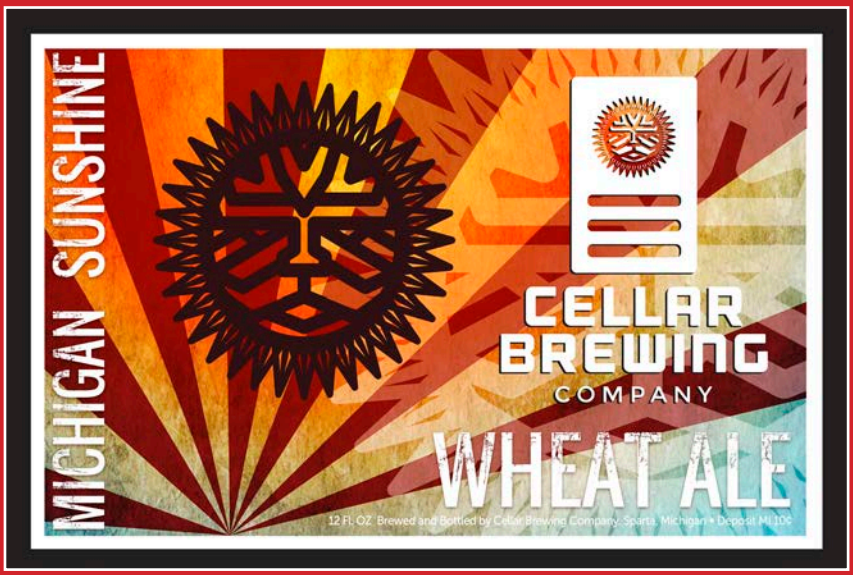
- Hours of Operation
- Business Services
- Retail Promotions
- Now Hiring Signage
- Restaurant Menu
- Special Event

GRACE POTTER
& The Nocturnals
THE BLACK KEYS
BRAD MATHEWS
KELLY BYLSMA
WEDDING CELEBRATION
SATURDAY
04.02.11
@ five o'clock
THE CORKSCREW CAFE
CARMEL, CA

POSTERS

Posters come in all shapes and sizes – perfect for supporting your business needs. Your posters will be printed with precise detail and vivid colors, grabbing attention indoors and outdoors. Create a poster for virtually every aspect of your business.

- SEMI-PERMANENT OUTDOOR POSTERS
- LASER PRINTED POSTERS - HANDOUTS



QUALITY PRINTS ON DURABLE MATERIALS

SEMI-PERMANENT OUTDOOR POSTERS

Imagine your digital files printed on durable, specialty poster paper. Posters are printed on HP White Satin Poster Paper, which is suitable for indoor or outdoor (up to 6 months) use. We can print posters of any size!

PRICING:

- Less than 6 square feet $5 per square foot
- Less than 36 square feet $4 per square foot
- Less than 72 square feet $3 per square foot

IDEAS:

- Work Presentation
- Movie/Theater Premier
- Trade Show
- Outdoor Advertising
- Art

CREATE HIGH IMPACT PRINTS

LASER PRINTED POSTERS - HANDOUTS

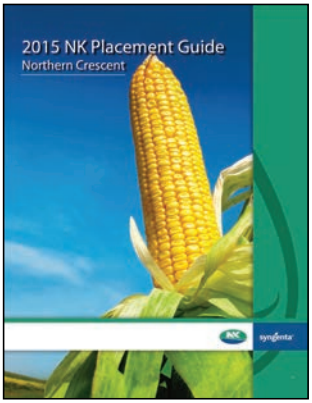
Laser printed 8.5" x 11" posters, printed on plain paper, can be a very cost effective way to promote your next event in a professional manner. Typically used for indoor advertising.

PRICING:

- 8.5 x 11 Black & White: $0.11
- 8.5 x 11 Color: $0.65
- 11 x 17 Black & White: $0.22
- 11 x 17 Color: $1.30

IDEAS:

- Special Event Announcement
- Garage Sale
- Fundraiser
- Product Advertising
- Handouts
- Resumes
- Newsletters
- Programs



Free Estimates
24 Hours
State Certified & Insured
CC C1327229
FAST DRY
ROOFING
754 - 246 - 3100
WWW.FASTNDRYROOFING.COM

MOBILE MEDIA

RCP is pleased to offer magnetic signs and flat vehicle graphics. Promote any message or graphic in these unique ways to entice existing customers or attract new ones.

- MAGNETIC SIGNS
- VEHICLE GRAPHICS

TAKE YOUR MESSAGE ON THE GO

MAGNETIC SIGNS

With affordable car door magnets from RCP, your vehicle becomes a moving advertisement, promoting your business on the go. Customize your magnets with photos, your logo, phone number and web address – whatever you want customers to see.

PRICING:

- $16.50 square foot

IDEAS:

- Company Logo
- Business Contact Information
- Product Graphics
- Special Promotions
- Parade Sponsorship

MAKE A STATEMENT THAT EVERYONE CAN SEE

VEHICLE GRAPHICS

Unlike curvy full vehicle wraps, we print flat vehicle signs and graphics – ideal for hoods, rear view windshields, windows and doors. Take your advertising on-the-go, display company contact info or show off your personal style.

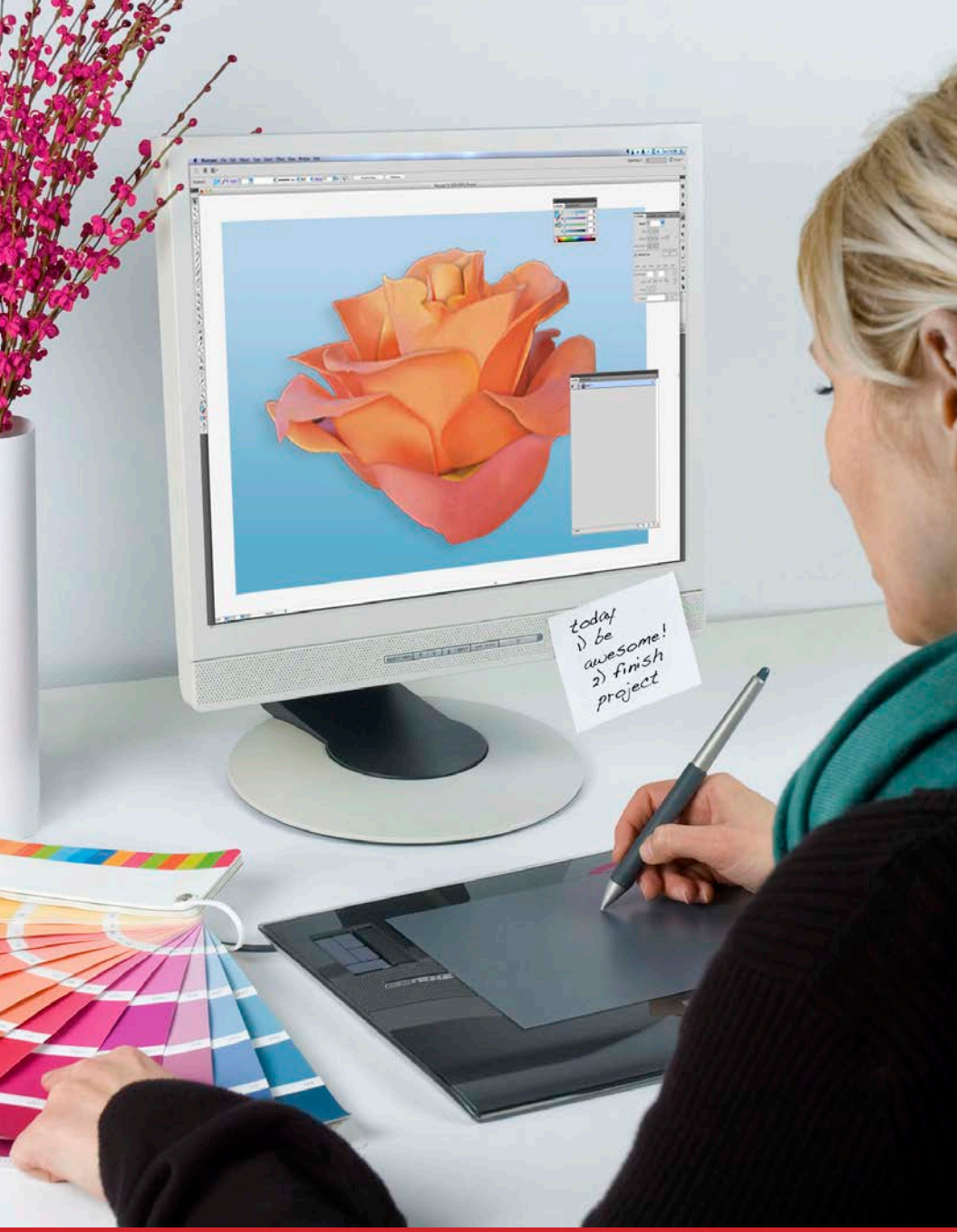
IDEAS:

- Company Logo
- Business Contact Information
- Product Graphics

SERVICES

In addition to our quality products, RCP also offers personalized graphic design and commercial photography services. We want your print products to look great and helping you with the design or photography may be the solution.

- GRAPHIC DESIGN
- COMMERCIAL PHOTOGRAPHY



DESIGN WITH THE EXPERTS

GRAPHIC DESIGN

Not everyone is a graphic artist or has an in-house advertising department. If you need graphic design services, or just need a bit of layout help, we can provide that. We are fast, affordable, and we will listen to your ideas to bring them to print. We employ experienced graphic artists!

PRICING:

- We will be pleased to discuss your needs and provide a firm estimate.

IDEAS:

- Layout design
- Color Enhancement
- Photoshop
- Logo Creation
- Brochures
- Newsletters
- Any Print Design

SHINE THE BEST LIGHT ON YOUR PRODUCT

COMMERCIAL PHOTOGRAPHY

While we do not advertise for photography work, as we love focusing on the other aspects of our business, we do employ several skilled photographers with years of experience. If it helps you to have us do some photo work for your business printing needs we would be pleased to do so!

PRICING:

- We will be pleased to discuss your needs and provide a firm estimate.

While we do not advertise for photography work, as we love focusing on the other aspects of our business, we do employ several skilled photographers with years of experience. If it helps you to have us do some photo work for your business printing needs we would be pleased to do so!

IDEAS:

- Product Photography
- Retail Space Photography
- Employee Stock Photos
- Architectural Photography
- Aerial Photography

WWW.RCP-USA.COM

THE FLIP SIDE OF RCP!

We originally started RCP to provide artist services. However, since many of the same tools we own can also be used to provide business printing and other services, we jumped at the opportunity!

This catalog illustrates the many services we can offer to business owners specifically, but if you are an artist, RCP artist services provide:

- Large format scanning
- Art & photography printing
- Photo restoration
- Specialty printing (up to 104" wide)

So what does our fine art background mean for your business? It means greater attention to detail and higher quality products for your printing and other business services.

Please stop in to see our business in person and do not hesitate to inquire about anything you may need that is not present in this catalog.

You can also check us out online at **www.rcp-usa.com**. We look forward to working with you

NOTES:

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