

# RR DONNELLEY: IDEALLY POSITIONED TO SERVE YOUR NEEDS IN EUROPE

RR Donnelley offers a range of capabilities across Europe to serve your needs for projects, to execute single-country or pan-European programs, or even to deliver international solutions that draw on our resources across multiple continents.

For example, we offer innovative and award-winning design services for direct response, websites, magazines, point-of-sale, packaging and other communications vehicles. Our Premedia offering in Europe includes online collaboration for color and digital asset management. RR Donnelley is a leading provider of document and content management services, supporting organizations with inbound document processing, on-site management of multifunction devices, scanning, indexing, and more. We speak the language in a dozen European countries, and coordinate translation services for virtually any location in the world.



*RR Donnelley's Starachowice, Poland facility reflects a pattern of capital investment that enables state-of-the art solutions in Europe. It is just one of nine print production and premedia facilities that RR Donnelley owns and operates in Europe.*

- European design, premedia, translations, print production, logistics, direct response, document management & more
- Financial Services offices and service centers serving 21 countries throughout Europe
- Ability to link to CustomPoint® print management system for integrated ecommerce solutions, with enabled operations in the United Kingdom and France to serve pan-European programs
- Product packaging and assembly solutions through our Global Turnkey offering

You can take advantage of a complete range of our print production services, including magazines, catalogs, retail inserts, ship-with packaging literature, directories, digital print-on-demand, direct mail, and more. Plus, we offer comprehensive logistics services, including warehousing, kitting, and even product assembly and packaging.

Our industry-leading CustomPoint print management system is positioned to support your needs to release orders and generate custom documents in the United Kingdom and on the continent. So RR Donnelley is ideally situated to help you expand your print management program from the United States to Europe.

**RR DONNELLEY**

## AN INTEGRATED PLATFORM

Our ability to coordinate production across multiple facilities in Europe offers a number of benefits:

- **The right production strategy for each job.** We can draw on our broader regional resource in order to find the best options for production. You won't be limited by the equipment that just a single facility happens to have.
- **Design, premedia, logistics and processing services.** We can help at each stage of a project's life – to ensure that the project unfolds smoothly. This helps to maximize savings as RR Donnelley works in collaboration with you to design efficiencies into a job's production and distribution strategies from the very beginning.

## RR DONNELLEY IN EUROPE

RR Donnelley offers a broad set of resources in Europe. Among our in-house production and service capabilities are:

- Packaging insert print production and assembly
- Wide-web heat-set commercial printing
- Sheet-fed full, half, and small format commercial printing
- Variable digital printing
- Aqueous and UV coatings
- Color and black & white digital printing
- Finishing – including a variety of binding options, die-cutting, lamination, and shrink-wrapping
- Print and mail services, data and print management, document production, and marketing support services



*RR Donnelley offers Critical Mail Continuity Services in the United Kingdom*

- Our cross-media capabilities enable integrated communications. For example, RR Donnelley helps to operate one of Europe's largest electronic document archives, which serves more than 3.5 million retrieval requests each month.
- For a leading consumer products manufacturer, RR Donnelley is coordinating the production of instructions that are packaged with their products in three European countries and the Americas.
- TransPromo communications, enabled by RR Donnelley's design, programming, variable digital printing, and logistics resources, are helping customers in Europe increase the performance of their statement and other billing communications.

Our facilities are strategically located for easy access to press checks and for quick distribution via the countries' main transportation arteries.

Our broad product line, end-to-end service capabilities, and regional platform make RR Donnelley an ideal source for meeting your needs throughout Europe.



*RR Donnelley Global Turnkey Solution's provides product packaging, testing, assembly, and distribution services*

## ENVIRONMENTAL & QUALITY REGISTRATIONS

Reflecting our commitment to providing products and services of superb quality, many of our facilities in the region use ISO processes to deliver consistent, repeatable performance.

In support of your own sustainability initiatives, RR Donnelley maintains a range of environmental registrations that offer the option of including the respected Forest Stewardship Council, Sustainable Forestry Initiative and PEFC marks on your printed materials.



Our facilities in Poland allow you to display the respected Ecolabel logo on printed materials that we produce for you there. The Ecolabel is a voluntary program that lets your printed communications reflect your own sustainability efforts.



*Our recently constructed facility in Debrecen, Hungary features best-in-class sustainability practices, including the use of solar energy and recycling of waste water.*

## WORKING WITH RR DONNELLEY IN EUROPE

A growing number of organizations are leveraging RR Donnelley's global platform to drive savings, reduce cycle times, and improve the effectiveness of their integrated communications. For example, some customers have found that shifting production to the area in Europe where the products will be used offers significant savings in freight and distribution costs. If you are producing communications materials in the United States for shipment to Europe, let your RR Donnelley representative help you with a logistics review that may deliver substantial savings by drawing on our platform in Europe.

Still other organizations turn to RR Donnelley for internationally coordinated production, as we serve their locations in Europe and work cooperatively with their procurement professionals in the United States to ensure that best practices, brand standards, and new technologies are used consistently on both continents. For a leading personal care products company, Europe is part of a three-continent relationship that sees us providing catalog production and related services with a distinctly local flavor.



*Our facility in Flaxby Moor, UK reflects RR Donnelley's scale and operational efficiencies.*

Another option to discuss with your RR Donnelley representative is serving your European sales organization with collateral materials produced locally. For example, a leading medical products manufacturer coordinates its marketing programs in North America and Europe by drawing on RR Donnelley's capabilities. We store and distribute customer-facing literature for them in our Douai, France facility. We also produce the user guides that are packaged with their products in Europe. Next we will be enabling them to use variable digital printing to incorporate customized, print-on-demand literature into their marketing mix in Europe.

## A Unique Ability to Craft International Solutions

International programs carry special challenges, but RR Donnelley has leading resources in Latin America, North America, Europe, and Asia. This offers a unique opportunity to address your needs with resources that are close to your international locations. Talk to your local RR Donnelley representative about your international needs. You'll discover that we speak your language – in nearly 40 countries around the world.

**Serving Europe with design,  
production, logistics,  
product assembly and  
document and content  
management locations in:**

England      Ireland  
Finland      Netherlands  
France      Poland  
Hungary      Scotland

**Serving global capital markets &  
other financial services needs in:**

Austria	Greece	Poland
Belgium	Hungary	Russia
Czech Republic	Ireland	Scotland
Denmark	Italy	Spain
England	Luxembourg	Sweden
Finland	Netherlands	Switzerland
France	Norway	United Kingdom

## **GLOBAL PRODUCTS AND SERVICES**

books  
business communication services  
business process outsourcing  
catalogs  
commercial print  
direct mail  
directories  
distribution, logistics, print fulfillment and kitting  
document outsourcing and management  
e-business solutions  
financial printing and communications  
forms, labels and office products  
global print and packaging supply chain services  
magazines  
premedia technologies  
proprietary digital print technologies  
real estate services  
retail inserts  
RFID and barcoding  
supply chain management solutions  
translation services

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