

Th'ink



**COLOR CONVERTING**  
*a member of the Siegwert group*



The term "Think Tank" has established itself in the language of international business as a synonym for a place where ideas are generated. Ideas that change the world and improve the way we live. We see ourselves as one of these places. Our ideas change the world through the inks we produce and the customers we serve.

Thinking about printing is our business. You can see the results of our ideas on store shelves in North America and around the world. Vibrant colors that not only make products more exciting and more appealing, but also longer lasting and safer to use. You'll also see them in pressrooms, making the printing process more efficient and easier to manage. Other results you won't be able to see: waste reduction and environmentally friendly processes.

Thinking about our customers is our passion. We are focused on developing ideas that allow them to do their jobs better, ideas that positively affect their bottom line.

As the world becomes a smaller place in which to live and to work, synergy is how ideas become reality. Our goal is to apply the insights of open-minded, creative and informed people who possess a keen sense of market demands and customer needs. Our goal is to create personal relationships, business relationships and international relationships where people listen to each other, then think and act together.

We invite you to step inside our Th'ink Tank – Color Converting Inc. in North America and the Siegwark Group International throughout the rest of the world. We share our ideas and passion with you here, and hope, in the future, that we have the opportunity to do so face-to-face in your pressroom.

HERBERT FORKER  
PRESIDENT & CEO  
SIEGWARK GROUP INTERNATIONAL

DANIEL F. MCDOWELL  
PRESIDENT  
COLOR CONVERTING INC.



Th'ink  
customer

"I spend 90% of my working hours inside customer facilities. From the moment I step into a customer plant, I know that my job is to keep those presses running and to be absolutely certain that ink is not the constraint. I shake the tree until I get the apple and I use the resources around me to do this effectively. **We do whatever it takes to satisfy the customer.**"

DAN JONES  
NATIONAL PRINT SERVICES REPRESENTATIVE, CCI EMPLOYEE SINCE 1987



#### Everyone says it. But how many live it?

For us, serving the customer is not a job, it's an attitude. In fact, it's the reason Color Converting Inc. was founded – a simple passion to better serve the customer. Three decades have passed since then, and that attitude is not only apparent in our offices, labs, in-house locations and manufacturing facilities – it's pervasive. Some things do change though. Through our growth and expansion from an entrepreneurial family business to becoming part of the Siegwirk Group International, one of the world's largest ink producers, we have learned that opportunities to serve the customer better are everywhere and never ending. It's what sets us apart – our ability to consistently identify new ways to help our customers improve their jobs and their products.

How do we find those opportunities? By becoming roommates for one. One-third of Color Converting employees report to work all day, every day, inside our customers' walls. They don't just ensure that our inks are meeting standards and exceeding expectations, they are also constantly on the lookout for instances where we can do more.

Example? Our universal laminating inks were inspired by our customers' need for more versatile solutions. We watched. We listened. We thought. We acted. The result? No more changing ink systems between jobs, fewer plate clean-ups and more press uptime.

But it goes beyond that. Yes, we want to make your jobs, your processes, your products better, but deep down, we're really interested in your bottom line and what can we do to positively affect it. If you look at our growth record, then compare it to the growth of the market, our interest and our attitude about serving the customer, is working.



Th'ink  
impact

#### Goldratt Formulae

Net Profit =  $\Sigma(\text{sales} - \text{raw materials}) - \text{operating expenses}$

ROI = net profit/investment



Ideas are all around us, but some ideas are better than others. What good is an idea if it doesn't change things – if it doesn't have a positive impact? And, more specifically, a dollar impact?

The economics of business are basic: real cash flow and real return on investment. In his Theory of Constraints, Dr. Eli Goldratt teaches that when resources are focused on major constraint areas of your business, ROI results can be infinite. To break through constraints (or bottlenecks), he contends that resources must be aligned to identify the constraint, exploit it, subordinate to it, elevate it and begin the cycle again by re-identifying the constraint. Dr. Goldratt also contends that throughput, operating expenses and investments (in that order) are the key elements in the equation to optimize profits.

▣ INCREASE THROUGHPUT

▣ DECREASE OPERATING EXPENSES

▣ DECREASE INVESTMENT (MACHINERY, INVENTORY, ETC.)

Although implemented in some very complex processes, all of our business strategies are based on these simple concepts. We believe these principles to be applicable to our business, our ROI and our profits...and, more importantly, to yours. We know that our bottom line is intrinsically connected to yours.

So how do we expect to positively impact your bottom line? By providing leading edge product technology, unparalleled point-of-use service and outstanding manufacturing capability. In fact, these are our core competencies – what we do best. And we focus them on our niche – packaging; in keeping with you and yours.



Th'ink  
more

Our researchers' top priority is to develop inks and coatings that **enable customers to increase throughput.**



**And expect more.** We believe the single biggest influence on our customers' business is throughput – the amount and rate at which quality printed material comes off their presses. And the more throughput the better. Appropriately, this precept is the single biggest driver of our business strategies and day-to-day efforts. Every service and every product we offer is designed with this in mind. Our researchers' top priority is to develop inks and coatings that enable customers to increase throughput – whether it be via innovative products that help gain market share or by technologies that allow presses to run at machine-rated speeds. The members of our mobile Print Services force, who spend a majority of their time inside our customers' facilities, are tasked with improving ink and pressroom procedures; thus improving press productivity.

And there's more.

Attention, flexibility, action and reach. From the pressroom to the boardroom, we work more closely with our customers to understand their goals and objectives. When we understand where they want to be, both geographically and technically, we respond with the solutions they need to succeed. We work hard to keep our customers ahead of the curve.

It's just part of how we do more to help our customers do more.



Th'ink  
less

Lower costs don't necessarily mean lower price per pound. Instead, we show our customers **innovative ways to take costs out of their processes.**



**Get less.** On purpose of course. It's simply the other half of the Th'ink More equation. In this case, Th'ink Less refers to our customers' operating costs and investments.

Initially, it took a lot more of our own time and money to help our customers do less. As a result, Color Converting's state-of-the-art manufacturing facilities and processes are created and managed with two primary objectives in mind: **reduce waste and reduce variation** for our customers. This makes us a low-cost producer and yet leaders in product consistency. Our customers receive the same product batch to batch, drum to drum, and at prices competitive in the industry.

Lower costs and less variation have a direct impact on our customers' bottom lines. Lower costs don't necessarily mean lower price per pound. Instead we show our customers innovative ways to take costs out of their processes. Less variation means consistent printing results. Presses are up and running a greater percentage of the time because fewer adjustments are required.

They say less is more, even if it's the intangibles. Working with Color Converting Inc. is easy. There's less hassle and less stress involved with making requests, solving problems and in regular communication. We th'ink more so you can th'ink... well, you get the idea.



Th'ink  
people



“When a customer calls with an issue – we call it a ‘challenge.’ We gather around and think about the best possible solution. **Not meeting that customer’s request is simply not an option.** There are no complaints, just a focused group of people developing a plan. And we say to the customer, ‘thank you for this opportunity’ – maybe not literally all the time, but through our actions they know we value them. Afterward, we’re pleased that we have accomplished, once again, what may have seemed nearly impossible at first. It feels good to be surrounded by colleagues that ‘get it’ and share common goals.”

JULIE PEELEN  
CORPORATE SERVICES MANAGER, CCI EMPLOYEE SINCE 1987



**People make the world go round.** They make business happen. And like all successful businesses, without the right people, Color Converting Inc. would cease to exist.

Who are the right people? People that “get it.” People who understand their role in serving the customer. People who are intelligent, informed and creative. People who think, are proactive and open-minded. We know that extraordinary results are more likely to come from the right people executing the right vision. That’s why we look for the right people, and then provide them with the training and tools they need to make decisions that serve the customer’s best interests.

Did we mention people who think? Sure, we’ve got chemists with Ph.Ds, engineers with advanced degrees, service reps who aim to please, but mostly, it’s a company-wide, conscious effort to always think in terms of the customer. And then it’s those people who are enabled to make decisions accordingly.

Without question, our people are the single most important ingredient in the production of a drum of ink. And when they apply themselves to developing inks and service solutions that make the printing process more efficient and more profitable, they’re also one of yours.



Th'ink  
global

Thinking globally means that **we must realize our customers' plans for growth and expansion** – both geographically and in the technical markets they serve.

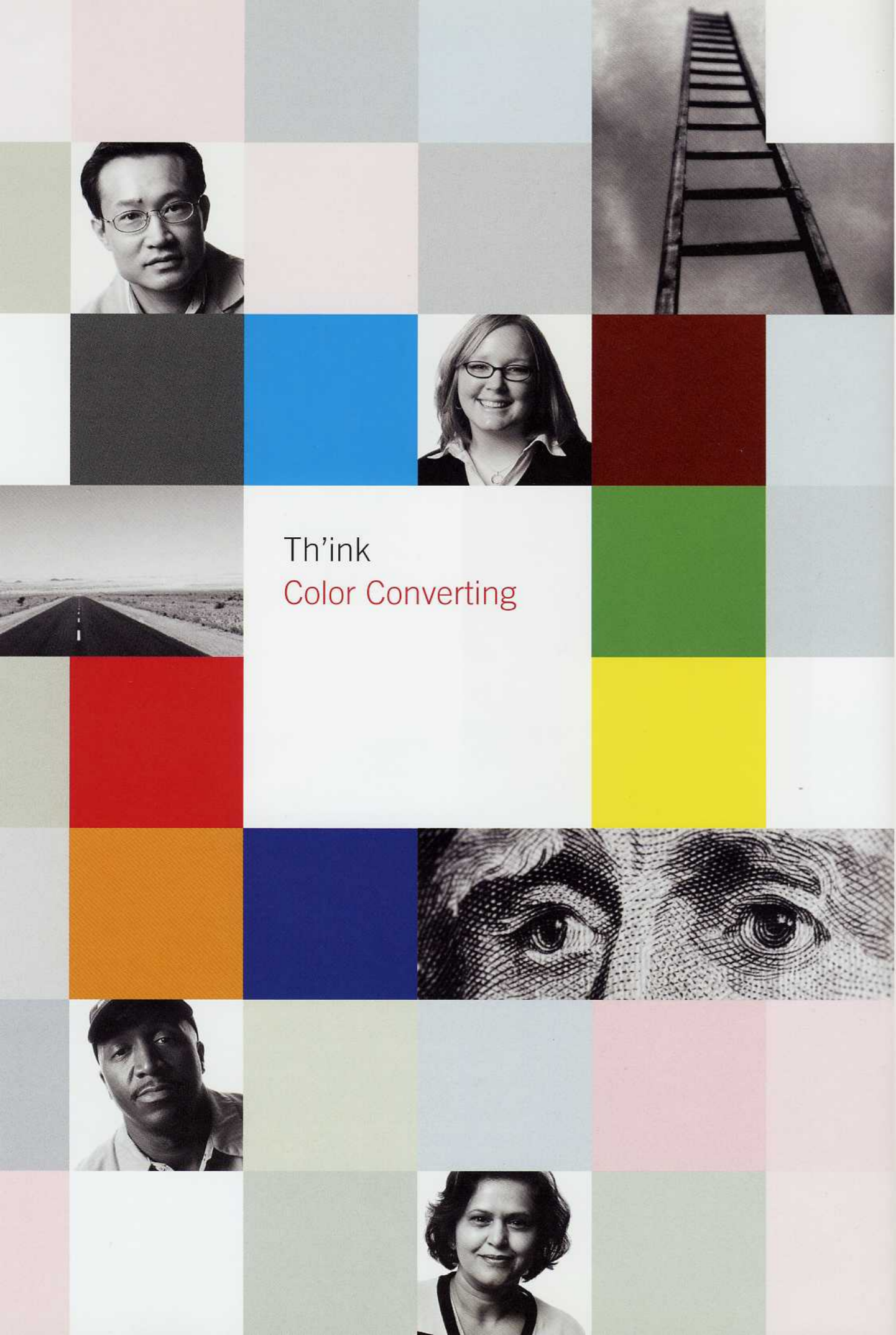


**The big picture is getting bigger, which means there are many more opportunities to act local.** We understand that the health of the big picture is dependent upon what is happening at the local level. Yes, it's in the details.

This understanding is what gives Color Converting Inc., as part of the Siegwark Group International, the ability to offer solutions on a global scale, without sacrificing the value we provide in individual pressrooms. Thinking globally means that we must realize our customers' plans for growth and expansion – both geographically and in the technical markets they serve. Where do they want to be next year? In five years? And ten? How do we serve them today so they can reach those goals? And where do we need to be in five years so we can still be working together in ten?

The logistics of producing and moving ink across North America and around the world are complex, and we are equipped to manage such demands. We've been doing so in North America for decades. Our parent company, the Siegwark Group International, has been doing so in Europe and other parts of the world for nearly two centuries.

Yes, we're big thinkers, but we never want to be too big for the good of our customers. Thinking globally is only an advantage if you realize that the day-to-day actions, the small stuff, is what makes globalization even an option.



Th'ink  
Color Converting



We possess the expertise, experience and presence to **provide innovative solutions and individual service** anywhere in the world.

**Why think Color Converting Inc. when searching for the best ink systems and service solutions?**

**THINK CUSTOMER.** Simply because our attitude and our customers' results say "we put you first."

**THINK IMPACT.** Positive impact on your bottom line. The best thing we can do for our bottom line is help you improve yours.

**THINK MORE.** We give you more of what counts – throughput. And when it's accompanied by extra helpings of attention, flexibility and action, more really means better.

**THINK LESS.** Where it makes sense. Operational costs and your investments, plus less of what makes doing business frustrating.

**THINK PEOPLE.** Think the right people – people who "get it." Expect competent, hard-working, creative people whether you're calling your Customer Service contact or working with our Print Services Representative in your pressroom.

**THINK GLOBAL.** We possess the expertise, experience and presence to provide innovative solutions and individual service anywhere in the world.

Now stop thinking.

And start improving your bottom line with help from Color Converting Inc., a member of the Siegwerk Group International.

