CR Impact’s rapid growth in 2002 resulted in a quest for help with production management. The search led to Art Direction.

Art Direction managed production for CR Impact for several months. Realizing the possibilities, the companies joined together in June of 2003.

When Charley Davis (CR Impact) and Lisa Nelson (Art Direction) put their knowledge about print management and production together, something very interesting happened that physicists understand very well. Two stand-alone elements combined to form an entirely new entity that has infinitely stronger characteristics than the original ones.

What makes us so strong?

In Charley and Lisa’s case, they offer a half a century of design, print production, project management, and display manufacturing expertise to marketing firms, ad agencies, and architects. Their list of satisfied customers grows with each project. People just appreciate things getting done right, on time, and within budget. CR Impact takes your concept—whether it’s roughed out on a napkin or fine-tuned in an electronic file—develops a production plan, and runs with it. Whatever the scope of services you might need, we step in as your one point of contact. Isn’t that a relief?

Our enclosed presentation package provides more information about our services and samples of our work. It’s sort of fun to read, too.

CR Impact and Art Direction—one of those rare cases when 1 + 1 equals so much more than 2.
Below is a brief list of the goods and services CR Impact and Art Direction provide.

**A la carte**

**Art Direction**
- Research/Source/Manage
  - premiums, custom premiums & GWP’s,
  - unusual packaging concepts/materials

**CR Impact**
- Program Management
- POS Printed Materials
  - corrugated, poly and vinyl, styrene, paper, satin

**Program Execution**
- multi-component programs, presentation comps, product launch materials

**Consumer promo**
- IRC’s, decals, static clings

**Print Production Support**
- freelance print production services

**Print Processes**
- screenprint, dye-sublimation, flexo, offset
We promised the ad agency we’d have the 50 multi-piece skin-care packages produced and shipped to Dublin within 5 days for a major new product launch. We found the elderly seamstress to sew the logo-embroidered satin bags. **Score.** We raided department stores for cream containers and fancy fluid pump bottles. **Smart.** We sanded off the old labels, painted the glass and affixed the new brand labels that we arranged to get printed 24 hours earlier. **Excellent.** We managed the printing and production of 3 beautifully designed 4-color, 8-page brochures, a coffee table book, and 2 custom gift boxes that rode along with each package. **Gorgeous.** Everything was coming together: Whew!

Until…we lost a delivery day because of a Nor’easter. Fortunately, the phones still worked. And then the art director quit. **(Does that happen a lot or is it just our imagination?)** But at least we had the digital files so we could make the last minute design changes. Oh, yeah, good thing we know how to make design changes. **Uh oh.** The satin bows on the embossed gift boxes. How would they fare during the journey to Ireland? We taught a bowmaking class via video to our contact across the pond, just in case they went flat. And so it went. **Splendidly.** The agency was a hero. The client looked smashing. The case of pink champagne the client sent us was delicious. The sparkling party thrown in our honor was delightful.

Hmmm…should we tell them?

It was a typical job for us.

**You’ll have this, on that, then.**

We’re CR Impact. Your production pros. We’re your outside partners who know the inside scoop of getting just about anything produced, on just about any material, to fit your time frame and budget.

![Product Comps, Presented in Ireland](crimpact.com • 727.866.3067)
We take that back. We actually printed on tree cross sections as part of an integrated beer campaign. Oh, and does skywriting count? We can arrange that, too. But mostly we print on some sort of man-made material. Metal. Vinyl. Plastic. Cloth. And of course, paper. You simply will not find better qualified people to see your printing projects through from your initial concepts to completion. We are sticklers for quality and color. From 1 inch diameter plastic containers to 20 foot wide Satin banners, our scope of expertise is vast. The more unusual the application, the more our experience shines. Whatever your application, CR Impact will get it done right the first time, thanks to our can-do attitude and a cadre of superstar partners who’ll jump through hoops for us. They, like us, know all about the “11th hour.”

Rarely do we hear the phrase, “money is no object.” Bet you don’t either! We always provide the best price. Further, if you can anticipate most of the items you will need over a period of time, we can contract the volume, saving you, in some cases, hundreds of thousands of dollars each year!

Printing on anything made by man.

You have the “big idea.” You have the client. Maybe you even have some artwork. Perhaps it’s an integrated marketing campaign with ads, literature, retail POS or interior design displays, direct mail pieces with product samples, bonus offers, thank you gifts and prizes. Or, maybe you just have one piece of the project. Whatever it is, now you have to get these materials produced. The reality is, most of your time is wasted quoting, requoting, and organizing specs from a multitude of sources. That’s where we come in. With a can-do attitude. Professionalism. And a smile.

We are your innovative group of production project managers and manufacturers. By using our service, you’ll have one point of contact, instead of one from each supplier. In addition to our own combined 50 years of experience in design, print, and display building, we possess a full spectrum of vendor partners ready for our on-demand service. Literally, our hundreds of relationships give us the ability to customize your projects based on timing, and budget. With CR Impact you can stay off the phone, you can alleviate tracking quotes and re-quotes, and managing production. Simply do what you do best. Create. You’ve got more important things to do and so does your staff.

Make one call. We do it all.

So bring it on. This is our work, and we love it.

crimpact.com • 727.866.3067
Here's another area where we truly stand alone. Not only do we have myriad resources to produce your display, we can also build it ourselves. We are display designers, engineers and builders. We derive our strength from our own 20 years of experience and through our established vendor partners.

The key to putting a smile on your face is to bring us in early on in the project. Like right after the comment to your team, “Okay, gang, let's start thinking about that display for…” Together we can find out if the great idea is feasible from a manufacturing standpoint, helping to manage expectations. Our mission is to ensure that any idea can ultimately be built before using up valuable time and budget dollars. We'll create the 3-D renderings and CAD drawings so that you have everything you need to present your idea, professionally and confidently, to your client.

We're talking dynamite POS here, folks. Certain projects stand out in our memories. The 8 ft. tall handsome snowman emblazoned with a bottled water message at a ball field. The elegant, bank displays and signs combining exquisite photographic images and classic point-of-sale materials. The highly functional in-store food sampling “kitchen.” And the beat goes on.

If you come, we will build it.

We just love this stuff. Our ad agency, architectural, and in-house corporate marketing customers love us. We say that without one ounce of arrogance. We say it with gallons of gratitude.