



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.



PRINT SERVICES

HIGH VOLUME OFFSET PRINTING

Burke's in-house state-of-the-art offset equipment and experienced staff means we can offer the quickest, most efficient machine-based solutions, depending on your printing needs. We currently operate 5 offset presses in Edmonton and Calgary. Having multiple offset presses allows us to react quickly to rush orders and better maintain our timelines. In addition, we can add coatings, textures and varnishes, in line on the press. This is a much more economical option versus setting up an additional piece of machinery for the finishing touches.

HEIDELBERG LOW ENERGY UV PRESS

A first for the industry in Western Canada, and exclusive to Burke, this press solidifies our position as the highest quality print supplier in Western Canada. Revolutionary in design, this press offers an automated digital workflow that reduces turnaround times by 60%. Increased efficiency, heightened productivity, and world class quality are now standard on all print orders. Our customer's needs have always driven our pursuit of excellence in the technology we use. The Heidelberg Low Energy UV Press delivers on this corporate desire with the highest levels of automation, speed, quality, and efficiency available. This investment ensures that our vision for delivering print excellence to our clients is guaranteed.



T H E B U R K E D I F F E R E N C E

E F F I C I E N C Y

8 colour perfector – this press applies inks to both sides of a sheet in a single pass

Automatically cures ink, which means **no drying time is required**

This press can add **textures, coatings, varnishes and special effects in line**

Additional choices of substrates and print surfaces

Fully automated quality control, ensuring **brand consistency on every sheet**

Job-oriented assistance systems results in faster production lengths, **significantly shortening turnaround times**





NEW DIGITAL EQUIPMENT

2022 Ricoh Pro C9200: This top-of-the-line digital press offers high quality, high speed and high volume colour printing. It combines the look and feel of traditional offset quality with the power of variable print technology. It prints on synthetic, linen and textured stocks with impressive results. We are also enjoying significant improvements in turnaround time and print capacity.

2022 Ricoh C7210X: This digital device offers beautiful output on short print runs producing vibrant colours and captivating blacks with images that pop off the page. Customers are impressed with its ability to add more colours to a job. For example, it can add a highlight in neon yellow, provide security with invisible red and give images a lift with clear varnish. White can be printed on a single pass with spectacular results on dark media.

VARIABLE PRINTING

Burke has extensive variable data printing capabilities. This means customers can create documents that are personalized for each recipient. Any text or design element can be individually customized. Although only one document is designed, through the use of a database, the text and graphics within a document can be varied to produce many unique documents. Single words or entire paragraphs can be varied using the font, format or colour of your choice. Each piece will have its own unique look according to your criteria. Variable Data Printing is ideal for marketing campaigns that include direct mail, point-of-purchase materials, postcards, newsletters, catalogues and flyers.



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.

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. Thanks to our internal MIS system, our entire building is up-to-date on deadlines and project requirements.

PRE-QUALIFIED SECURE PRINTER

Burke is designated as a pre-qualified secure printer by the Government of Alberta, 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.



A VISION TO A BETTER WORLD

With a commitment to environmental sustainability in our operations, our investment into industry-changing technology allows for that vision to come true. The Heidelberg Low Energy UV Press, in itself, allows for a 50% reduction in electricity function while also reducing the need for washing fluid in the print process. We see a better world and we are dedicated to making that a reality.

ENVIRONMENTAL RESPONSIBILITY

As an FSC certified printer, we are committed to environmental sustainability throughout our operations. We are focused on reduce, reuse, and recycle in every area of our business. 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 CO₂ emissions.

Burke





BurkeECO

BurkeEco is our commitment to continue doing business in ways that are good for our community and the planet.

BURKE'S ENVIRONMENT COMMITMENT

Burke commits to reduce our environmental footprint with a continual focus on "Green" initiatives that go beyond environmental regulations. We aim to provide the most environmentally friendly products and packaging available anywhere. We also continue to invest in new technologies that reduce our environmental impact throughout our production facility. We work hard to reduce, reuse and recycle in every area of the business; and we choose business partners and suppliers that share similar values in terms of environmental responsibility.

We take our Environmental responsibilities very seriously at Burke. All waste materials used by our team are recycled. This includes aluminum plates, metal ink tins, plastic ink cartridges, paper, cardboard, plastic wrapping and even the wood from our pallets. To further our environmental initiative, we have subscribed to a world recognized Environmental Standard, which provides direction for reducing our operation's impact on the environment.

OUR PROMISE

We will always strive to further improve our environmental performance; some current initiatives include:

- Ensure that we comply with existing and future environmental legislation.
- Liaise and work with everyone who has an interest in our company and the environment (our customers, suppliers, Burke staff and environmental agencies), all improvement suggestions are welcome.
- Identify and seek to reduce any harmful environmental effects which arise from our business.
- Minimize, re-use and recycle all materials whenever possible.
- Discuss environmental issues regularly at the highest management levels and with our green recycling program team members.
- Encourage our suppliers and customers to adopt the best possible environmental practices.

SUMMARY OF ENVIROMENTAL PRACTICES

Aluminum plates

All used plates are collected by our licensed waste carrier and 100% recycled.

Paper

Any waste (albeit a considerably low percentage) is recycled into pulp for conversion into low-grade paper.

Cardboard

Recycled into low-grade paper.

Plastics

Recycled into low grade plastic that is re-used to produce drainage pipes as well as various other products.

Printing Blankets

Rubber blankets are shredded and converted into the surface of children's playgrounds.

Lighting

We have replaced our fluorescent and halogen factory lighting with LED motion sensors to further reduce our power requirement.

Wooden Pallets

Our vendors reuse most of the pallets that are supplied to Burke. Broken pallets are collected and broken down for fuel.

Packaging Reduction

By working with our suppliers, we have slashed our packaging footprint. This initiative has reduced 20,047 square feet of cardboard and over 1 acre of plastic going to landfills each year.

Investing in Environmental Technologies

We have invested in many new technologies throughout our production facility that further reduces our environmental impact. We have secured features such as automatic wash-up systems that consume less cleaning solution and consist of either chemically-enhanced vegetable oils or high boiling point mineral oils (both of which are nearly emission-free). Our presses automatically replenish ink fountains in order to minimize ink waste. Air quality within the production facility is improved with the use of a powder-suction-removal system. This, along with air filtration cabinets, reduces contamination of powder and paper dust by nearly 80%. All packaging materials, boxes, cartons and labels are recyclable using fiber that originates from a responsibly managed forest and is FSC certified. We also use inks with a reduced VOC (volatile organic compound) level. All inks used are made with vegetable-based oils such as linseed and soya, lessening the greenhouse effect felt by previous formulations.

In addition, our newest investment has made us a true environmental industry leader. The Heidelberg Low Energy UV Press, in itself, allows for a 50% reduction in electricity function while also reducing the need for washing fluid in the print process. Furthermore, the use of UV ink completely eliminates powder production making for better air quality.

Recycling Program

Our green recycling program is run by staff and funded by the company. This group took on the responsibility of subscribing to a world recognized Environmental Standard, which provides direction for reducing our operation's impact on the environment. Our environmental team is proud of what they have already accomplished and are looking forward to the many challenges ahead. Although this initiative began almost a decade ago, our team is continuously looking for best practices and ways to reduce our environmental impact even more. When possible, we reuse packing materials that are provided from our suppliers. For example, the paper liner between plating material is collected from our imagesetter and reused for stuffing in boxes. We recycle all paper, cardboard, steel, aluminum and wooden skids. As well, all liquid waste from processes is shipped to registered recycling companies.

Environmentally Friendly Lighting Systems

We recently invested in environmentally friendly lighting fixtures. These lighting fixtures run on a 15 minute timer and if movement is not detected within 15 minutes, the lights automatically turn off. You won't find a single light switch on our entire production floor! And lastly, all our fixtures are outfitted with low wattage bulbs.





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!



WAREHOUSING & FULLFILMENT

Burke offers comprehensive warehousing, inventory management and distribution services. Our warehousing and distribution center is located in Calgary at 2828 19 Street NE. We provide long-term or short-term storage and inventory management, as well as web ordering with real-time inventory level and tracking via an online system. Our system provides automated low stock re-ordering email notifications, electronic usage reports and summaries. Extensive and customized reporting is available that details warehouse and print-on-demand orders, inventory management and low usage. We work with our clients to make ongoing recommendations to reduce and optimize required inventory levels. We maintain appropriate inventory to meet day-to-day requirements as well as provide full pick-and-pack and kitting services nationally.

In most cases, inventory is prepaid for by the client and storage charges are calculated monthly based on the

number of skids stored. Inventory holding timeline is always at the client's discretion. Usage reports help to identify slow moving product; and we work with clients to help manage these products so that future orders are adjusted to ensure products are moving within a 3 to 6 month usage cycle. Obsolete inventory is identified through a continuous usage review process. Typically, our client's procurement manager would notify us when a product is no longer needed and it would be recycled.

We have no restriction on space or maximum quantities. However, we do consult usage history and will help our clients make cost-effective decisions on what quantity levels to order. As far as reducing inventory requirements, there is the option to use a print-on-demand model depending on usage rates and the product type. In some cases, it is more efficient and cost-effective to run a job on press and warehouse. We believe having a strong contact, who has experience in this area, is key.

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



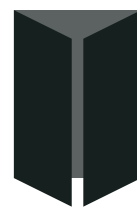
- ☐ Roll Fold



- ☐ Tri-Fold



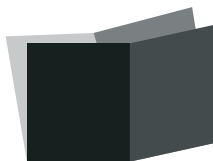
- ☐ Z Fold



- ☐ Gate Fold



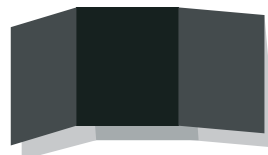
- ☐ Accordion Fold



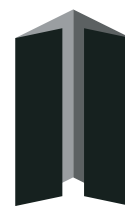
- ☐ Half & Half Fold



- ☐ 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





Burke
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Simply Redefined



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