



Your Complete Communication Source
from Concept to Completion



PRINT



SIGNAGE



DESIGN



MAIL



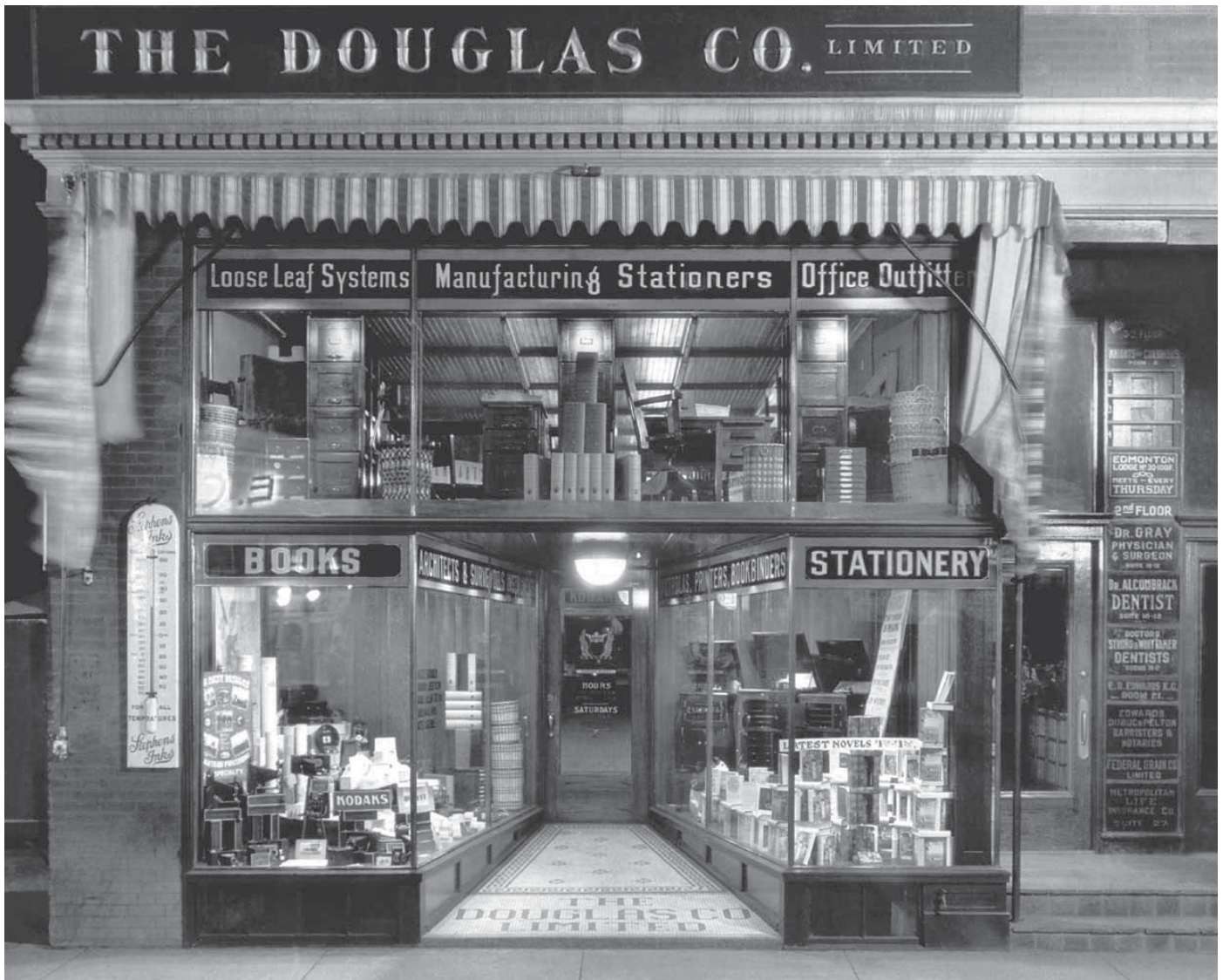
DIGITAL MEDIA

**WE ARE EXCITED
TO INTRODUCE
YOU TO BURKE!**

OUR GOAL IS SIMPLE:
*to be your partner in business
rather than simply a print vendor.*



With over one hundred years of printing experience behind us, Burke has earned a reputation for quality, responsive customer service and reliability. Our track record of delivering customized solutions for our customers has led us to become one of the most respected print and graphic communication companies in Canada.



The original storefront, located on Jasper Avenue, founded in 1902 as The Douglas Company Limited.



BURKE GROUP HAS EVOLVED

Burke Group has been in the industry for over 100 years, working towards the end goal of offering our customers a full suite of communication solutions. Initially, Burke Group was a commercial printer, but we recognized that the market was changing; timelines were becoming shorter and corporations needed to expand their marketing budget past just traditional print. With this in mind, **Burke began to evolve and our one-stop shop philosophy was born.**

We have now expanded and developed large format and commercial signage, mail, graphic design and digital strategy divisions, in addition to our original print and warehouse fulfillment services. **All of these departments working together under one roof allows for a seamless transition from idea, to concept, to completion and distribution.**

OUR COMPETITIVE ADVANTAGE

- Single source solution for marketing material
- Experienced print provider
- Large format print provider
- Commercial signage provider
- Mail preparation services
- Canada Post Smartmail Marketing™ Expert Partner
- Data services
- Graphic design services
- Digital deployment services
- Multiple points of contact
- Seamless transition from department to department
- Warehouse and Inventory fulfillment
- Distribution services
- Pre qualified secure printer

B PRINT SERVICES

OFFSET AND DIGITAL PRINT

Employing our state-of-the-art equipment and experienced staff means we use the quickest, most efficient machine-based solutions, depending on the demands of the project and your printing needs.

Burke runs 4 offset presses and 3 digital presses, so no matter the project or the time constraints, we can meet your printing requirements.

Furthermore, advances in digital print technology have transformed how we look at variable print requirements of today's ever-changing marketing world. Our digital printing equipment has been optimized for short-run, print-on-demand and variable print projects.

ONLINE PRINT AND ORDERING

Burke offers a custom online print ordering system. By using your online print portal, we give 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 pace with today's on-demand world. This production route results in expedited turnaround times and lower overall costs.

Our online ordering system runs with two different administrative levels: team leads/administrators and order coordinators. The online system displays the status of all projects currently in production, as well as live inventory levels and low stock notices. User manuals are provided and additional training is carried out via Burke's IT team. All online systems are specifically branded for the user, so using our system will feel like a simple, internal process.

TEAM LEADS/ADMINISTRATORS CAN:

- Add/remove users
- Reset and change passwords
- Delete users
- Adjust rights of each user
- Have all the access of an Order Coordinator as listed below.

ORDER COORDINATORS CAN:

- Search for catalogue items and view inventory
- Order, view and approve proofs for Forms, business cards and other projects prior to submitting their order
- Edit projects
- Approve their current order
- Change their own login passwords at any time





LOGISTICS, WAREHOUSING AND FULFILLMENT

We can manage your entire inventory, collate multiple items and arrange mass distribution — or simple desktop delivery — of communication items.

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.

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.**



SIGNAGE

COMMERCIAL & LARGE FORMAT SIGNAGE

In addition to our print capabilities, Burke also runs a commercial and large format signage division in house. This allows us to handle interior, exterior, directional, and architectural signage as well as point of purchase displays, branded environments, and large format floor, window, vehicle and wall graphics. This is just a taste of our in house signage and wide format abilities; our production team can take you from concept to completion for everything from pop-up banners to branded plink-o boards. Whatever you may require, Burke can help!

BRANDED ENVIRONMENTS

One of our specialties is creating branded environments for our customers. Branded environments allow customers to interact and immerse themselves into the brand in a three-dimensional space. Vinyl plays a big part of our branded environments, as wall vinyl has the ability to completely change the look of a room when produced and installed properly. Burke has extensive experience producing and installing wall, floor and vehicle graphics, as well as hanging signs and exterior graphics.



PROJECT MANAGEMENT

Burke is often brought into buildings to review needs and make suggestions for necessary signage and graphics. Thanks to our experience, we consistently handle projects from the initial site survey, to signage design and production, to the final installation.

Our installers are professionally trained and understand that matching panels, avoiding bumps and bubbles, and ensuring correct sizes are of the utmost importance. Upon completion, our installers review the finished product with our customers and if any errors are noted, we fix them as soon as possible. Satisfaction is guaranteed when working with Burke, and employing a professional, dedicated installation team is instrumental to our success.

SIGNAGE CAPABILITIES

- Directional and wayfinding signage
- Commercial signage
- Large format graphics and displays
- Banners and displays
- Installation
- Project management
- Site surveys





Images are printed directly onto flexible or rigid materials, then precision cut. **Our only limitation is your imagination.**





Since 1964, we have been designing and manufacturing signs for leading companies in many industries. From trade show displays and interior/exterior signage to vehicle wraps and three-dimensional displays, **we produce it all under one roof.**

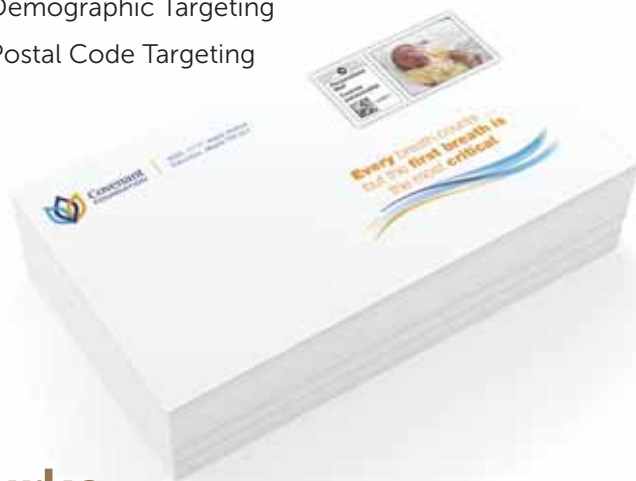


MAIL SERVICES

Burke is a Canada Post Smartmail Marketing™ Expert Partner. This means we know mail better than most! It also gives us access to special promotions and training to provide the best postal rates and services. Burke can manage all of your mailing and direct marketing needs in-house, while helping you reduce your costs on USA, international, and Canadian postage rates. Our high standard of quality control means Burke has one of the best insertion rates in Canada. The result is your advertising, messages, and communications reach the proper people effectively and affordably. Our stress-free solutions give you the freedom to focus your energy elsewhere.

A TASTE OF OUR SERVICES:

- A dedicated data team able to handle house and acquired mailing lists.
- Burke provides a secure, encrypted link to deliver data files directly to our data team. You will be notified when they are received.
- Demographic profiles on current clientele.
- New customer data lists based on your target market.
- Process all files within 1 business day.
- We will use our match mailer equipment with optical mark recognition on all projects, eliminating human error.
- Geographic Targeting
- Demographic Targeting
- Postal Code Targeting



Burke

Direct Mail Statistics

Direct mail is Canadians' preferred promotional media. When surveyed, the largest group of respondents (19%) ranked flyers in the mailbox as their top choice, followed closely by personally addressed letters (17%). These channels were followed by email (14%), television (12%), and ads in the newspaper (12%).

Direct mail is non-intrusive; 49% of Canadians prefer to receive mail from companies they are currently doing business with, and 52% prefer to have their first time business solicited through the mail.

Direct mail receives immediate attention; 93% of Canadians are reading their mail as soon as they receive it.

Direct mail is intriguing. It is three times more likely to be always opened (25%) than email (7%), and more than a third less likely to be discarded immediately or unopened.

Direct mail is a highly effective acquisition vehicle, thanks to ongoing advances in targeting and data-gathering capabilities.



Smartmail Marketing
EXPERT Partner

CANADA
POST





MAIL

Through our mail division, we offer a full range of integrated direct marketing services, from list acquisition to fulfillment, inkjetting, tabbing, and inserting.

DIRECT MAIL

Burke can provide personalized, neighbourhood, postal code and lettermail services. Whoever your audience, we can help you reach them.

Whether you require simple merge/purge solutions or more complex and specialized targeted acquisitions, **Burke can handle your data needs.**





GRAPHIC DESIGN SERVICES

Although Burke is a large creative and production group, all team members are under the same roof which contributes to efficient workflow. Senior designers architect the overall creative, while junior designers implement the full piece. Some companies talk about working as a team; at Burke, it simply works that way.

As budgets get smaller and timelines tighter, our clients remark on our ability to juggle multiple projects and deadlines. But truthfully, our team loves a challenge and to be pushed creatively! We know that at the core of all design projects, small or intricately complex, communication is the goal. Burke specializes in determining and adapting to our clients' needs to make outstanding creative that works for their purposes.

ADHERING TO BRAND GUIDELINES

Many print shops pose their prepress departments as design departments, but that simply is not the case at Burke. All of our designers are educated and experienced in adhering to brand guidelines. We are the primary supplier for overflow design for many large corporations such as Auto Canada, SMS Equipment, Alberta Veterinary Medical Association, the Covenant Foundation and many more. We are careful to stick to their brand guidelines and ensure consistency across all platforms. In addition we are also a pre-qualified graphic design vendor for the Government of Alberta, which adds a level of authenticity to our stated expertise in adhering to brand guidelines.

We understand that corporate branding is an important part of any communication's plan. We work with clients to build a new brand or utilize existing branding to help them establish or revitalize their corporate identity.

Rushed and last minute requests is something we deal with on a daily basis. We work within very tight deadlines, **and we always come through for our clients.**

CONCEPT TO COMPLETION

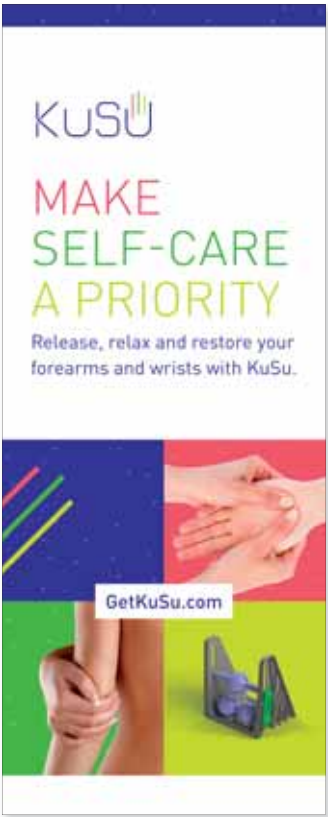
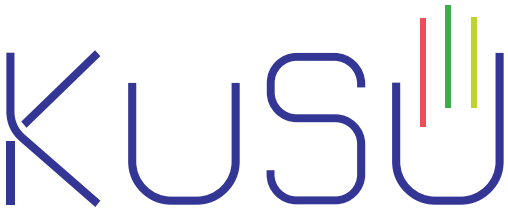
Design visually communicates a message. Burke is equipped to take you from idea to concept and execution, or work closely with existing in-house design teams to help with overflow work while keeping true to your existing brand and design standards

In addition, our talented and innovative graphics team has the support of the rest of our staff. The entire Burke team works together to provide the most efficient services possible. This means we will not waste time and money creating a graphic design that cannot be produced; being able to bounce ideas off our production staff at any time is an invaluable tool that allows us to get the design right the first time.

No other Edmonton graphic design team has access to the type of print production technology that ours does. This allows us to better visualize a graphic design project’s production process, as well as its limits.

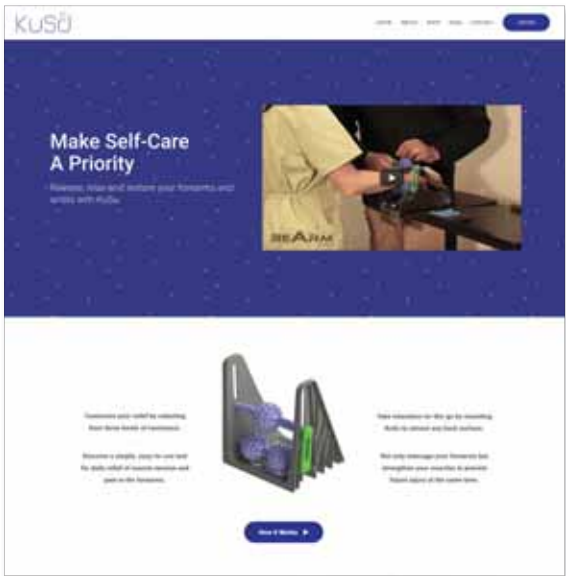
KUSU

The ability of our team to listen to our customer’s concerns and requests, create a logo and brand, and to apply a defined brand across multiple avenues (from digital to print), is a refined skill that speaks to our experience.



Colours

Pantone 2370 C	Pantone 1785 C	Pantone 361 C	Pantone 382 C
C:97, M:96, Y:0, K:0	C:0, M:76, Y:54, K:0	C:77, M:0, Y:100, K:0	C:28, M:0, Y:100, K:0
R: 47, G: 42, B: 149	R: 248, G: 72, B: 94	R: 67, G: 176, B: 42	R: 196, G: 254, B: 0
HTML: #2F2A95	HTML: #F84B5E	HTML: #43B02A	HTML: #C4D600



AMA INSURANCE

Working within existing Alberta Motor Association (AMA) brand guidelines, we designed this direct mail piece to target existing AMA members and feature the benefits of purchasing AMA Insurance.



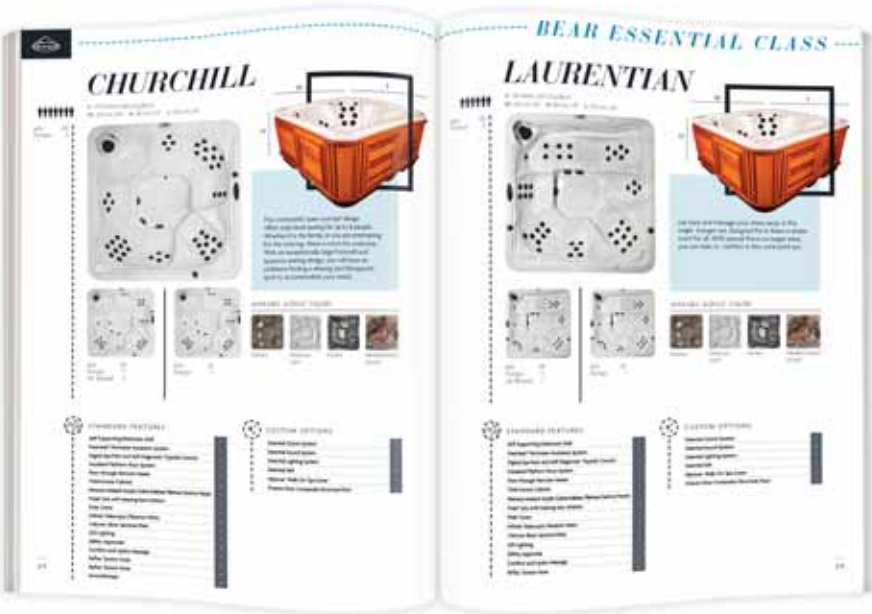
STARS FOUNDATION

Working within the graphic standards of the Stars Foundation, our creative team developed a stunning visual piece designed to attract members and donors to planned giving. We ensured the professional appearance of the organization was consistently maintained through to the end result.



ARCTIC SPA

By using multiple team members, we were able to pitch three unique concepts with different perspectives, giving Arctic Spa true variety. They then chose their favourite, provided feedback, and worked commenced to complete the catalogue through to the finished printed piece.



EDMONTON NATURE FOUNDATION

Our design team came up with a beautiful concept and met with our signage experts to brainstorm a solution as to how this coin box could actually be produced. Without breaking the bank, in the end, it required four layers of printed and designed acrylic, coin slots, a sturdy frame and a secure lock box.



B PROMOTIONAL



Our promotional programs are built on a foundation of quality, trend-forward thinking, and a strong commitment to Canadian-made goods whenever possible. By combining deep industry access, in-house production capabilities, and a consultative approach, we deliver promotional solutions that are strategic, reliable, and memorable. Every product we recommend is selected with intention, ensuring it aligns with brand objectives while delivering real value to the end user.

UNMATCHED ACCESS AND PRODUCT DEPTH

Through our exclusive partnership with SAGE, the promotional products industry's most comprehensive database, Burke has access to over one million products from more than 4,300 vetted suppliers. This breadth allows us to source virtually any product category, from core staples like apparel, drinkware, bags, and writing instruments to executive gifts, eco-friendly solutions, and fully custom-manufactured items.

COMMITMENT TO CANADIAN-MADE PRODUCTS

As a Canadian business, Burke places a strong emphasis on supporting domestic manufacturing and supply chains. Whenever possible, we prioritize products that are 100% Canadian-made or, at minimum, printed and decorated within Canada. Using SAGE's vendor filters, we can specifically identify Canadian suppliers across apparel, hard goods, office products, drinkware, and eco-conscious categories.

Our in-house production capabilities allow us to design and manufacture items such as banners, flags, notebooks, and presentation folders entirely on-site. This ensures faster turnaround times, greater quality control, and full compliance with Canadian standards. Additionally, by working closely with trusted Canadian decorators and suppliers, we help reduce shipping-related delays, minimize environmental impact, and contribute to the domestic economy.



TREND-FORWARD AND RELEVANT PRODUCT CURATION

Staying relevant is critical in today's promotional landscape. Burke actively tracks emerging trends through industry data, trade show insights, supplier forecasts, and ongoing consumer research. This allows us to recommend products that feel current, useful, and engaging.

Popular trends we incorporate include tech-forward items such as wireless charging pads, smart accessories, and portable lighting solutions, as well as retail-inspired wearables that reflect modern fashion aesthetics and performance needs. Our goal is to ensure every promotional item not only looks great but fits seamlessly into everyday life, increasing both usage and brand visibility.

TRUSTED BRANDS AND LASTING QUALITY

Quality is non-negotiable. Burke works exclusively with vetted, industry-leading suppliers known for consistency, durability, and strong reputations. We carefully evaluate every product for manufacturing integrity, finish quality, and long-term usability before it is ever presented.

By focusing on trusted brand-name products and proven suppliers, we help ensure that promotional investments deliver lasting value. Items are selected to withstand regular use, maintain their appearance over time, and reinforce positive brand perception long after distribution.

TAILORED, CREATIVE, AND LONG-LASTING SOLUTIONS

No two brands are the same, and our approach reflects that. Burke does not believe in one-size-fits-all promotional programs. Each project is tailored to specific goals, audiences, and use cases. Whether the need is for budget-conscious bulk giveaways or premium executive gifts, we curate options that balance creativity, functionality, and longevity.

BUILT TO SUPPORT LONG-TERM PARTNERSHIPS

At Burke, promotional products are not transactional, they are strategic. By combining Canadian craftsmanship, modern trend awareness, robust supplier access, and hands-on support, we deliver programs that strengthen brands and build lasting impressions. Whether the objective is awareness, recognition, or engagement, every product we deliver is a thoughtful extension of the brand behind it.





DIGITAL MEDIA SOLUTIONS

AUTOMATED. PERSONALIZED. INTEGRATED.

From concept to completion, Burke will work with you to create a data-driven multi-channel marketing campaign, launched on one integrated platform. Through our digital media department, we can visually create highly personalized campaign workflows through multiple channels such as direct mail, email, social media, SMS text messaging and microsites.

CROSS PLATFORM MARKETING

Cross-media marketing is exactly what it sounds like: taking your marketing message and implementing it in a variety of mediums. After all, the more places that prospects see your message, the more it will stick with them and increase the likelihood they will engage with your brand.



CROSS MEDIA SOLUTIONS INCLUDE:

- Personalized URL's
- Cross platform marketing
- Personalized Email
- Personalized SMS
- Tracking and analytics
- Digital design services
- Customized landing pages
- Refer a Friend Campaigns
- Self-Registration Campaigns, (events, trade shows, orientations...)
- Accurate Customer Data and Details
- Customer Acquisition Campaigns
- Customer Loyalty and Retention Campaigns

Our Marketing automation software allows you to use email, SMS, web and direct mail to create a true multi-channel campaign.


Burke's software is one of the few marketing automation systems to incorporate print. While we may feel we live in a completely online world, we know that direct mail plays an integral role in the success of many marketing campaigns and working with a company that can truly integrate all channels is important when considering which vendor is right for you.

No more wasting time manually scheduling your campaigns to launch across multiple channels through multiple systems and vendors; you can now schedule all your inbound and outbound elements at one time, with Burke!


A TASTE OF OUR DIGITAL CLIENTELE:



IN RESPONSE TO DIRECT MAIL:

64% 
visited a
WEBSITE

WHEN YOU INTEGRATE DIRECT MAIL WITH DIGITAL,
THE MIX CAN DRIVE MORE ACTION.

57% 
More
ATTENTION

54% 
engaged in
SOCIAL MEDIA

46% 
Higher Brand
RECALL

3-4x 
Dollar
AMOUNT SPENT

REDEFINING THE SUPPLIER ROLE

At Burke, we see our role as your trusted partner. That means we take the time to understand your needs and goals.

We help you sift through the details, so you can confidently develop materials and campaigns that are impactful and measurable.

We take our role as your partner seriously. We know that when you give us your trust, you expect that we will bring our extensive experience and know-how to every project we manage for you.

You trust that we will always look out for your best interest and make recommendations that are to your organization's benefit.

We will be a trusted partner, that you can count on!

THANK YOU!

Thank you for considering Burke as your expert partner. We look forward to furthering our relationship and providing you with exemplary services.

If you have any questions at all, please do not hesitate to contact me!



Burke
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Simply Redefined



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