



FLYER focus

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AdMill - Your One Stop Shop For Design, Printing and Distribution

The AdMill Group is pleased to announce the launch of our Print Division and our ValueAd program. We now offer various types of printing on all quantities at competitive rates.

Our ValueAd program presents an extremely affordable option for clients to design, print and distribute flyers in quantities ranging from 10,000 to 500,000.

Capitalizing on the concept of grouping multiple flyers together to form one print run, clients can get their printing done at a fraction of the cost of an individual print run.

To date AdMill has completed the ValueAd design, print and distribute package for 48 clients, distributing more than 2.4 million pieces. Contact your AdMill sales representative to get details on how you can participate.



VALUE AD

Tip Top Bindery - New and Improved Address - Same Great Service

Tip Top Bindery is pleased to announce our relocation to 3471 McNicholl Ave. in Scarborough. "The new location is fabulous in many respects," stated Tammy Leroux, Operations Administrative Manager at Tip Top. The facility has fantastic amenities for the staff, including a newly renovated boardroom, cafeteria and washroom facilities. The offices are fresh and new and the 64,000 sq. ft. warehouse facility is well suited to our production requirements.

This is the third location for Tip Top. From its origin in 1986 until January 1998 Tip Top resided in a 27,000 sq. ft. facility at 1998 Riviera Dr. in Markham. From 1998 until March 2015 Tip Top was located at 335 Passmore Ave. in Scarborough. The new location is less than a mile from the Passmore location but does provide a slight accessibility benefit for truck traffic. Having the new location so close to Passmore has meant that Tip Top has had no issues with staff turnover due to the change.



One addition to the new location from a production perspective is the introduction of a new polybagging line. "This will be a nice addition to our offerings as we will now be able to provide our clients polybagging from both our AdMill and Tip Top facilities," stated Arthur Winiarczyk, VP of Sales for Tip Top and AdMill. "Many of our long-term Tip Top clients have polybagging requirements that we can now provide in-house," added Winiarczyk.



The move has occurred over a four week period and has been accomplished with no client delays. "I am extremely pleased and impressed with the way the team came together to ensure the move was completed on time with no negative implications to our customer service," stated Emilio DaCunha, President and CEO of AdMill and Tip Top. DaCunha added, "Tip Top has a reputation of reliability, timeliness and accuracy and we were able to maintain those standards throughout the entire process, Congratulations to all involved."

AdMill Buys Polysack Plastics

The AdMill Group has purchased the assets of Polysack Plastics; a plastic extrusion manufacturer. The deal closed late in 2014 and the equipment and staff of Polysack were relocated to The AdMill facility on North Queen in January 2015.



"We are now producing our own polysheeting that is used in the weekly production of the AdMill bag" stated Tony Baron, General Manager at AdMill. In addition to cost savings, this ensures we have no issues related to the supply chain of our polybagging. Virtually all of our distributions are bagged, so this acquisition is a great fit with our weekly production process.

In addition, AdMill plans to offer short run production of plastic shopping bags with two colour printing in the near future. "This is a logical extension of our current offerings as many of our clients are retailers who require plastic bags on an ongoing basis," added Rob Leuschner, Director of Sales at Admill.



Clever Ideas to Market Your Small Business

You don't need to spend buckets of money on marketing. Creativity and a bit of gumption to do something different from everyone else in the market can be the difference between business success and business failure. Here are just a few of hundreds of ideas to market your business:

- **Attend networking events.** It's not what you know, but who you know. Get out there and network — meet and greet. You can never have too many friends in life, even if they don't end up as customers.
- **Sponsor a local event or charity.** It really does make you feel good to support your community, and everyone benefits — you, your staff, your customers, the people you sponsor and, of course, the community at large.
- **Manage your public relations.** Getting your name up in lights on TV and radio, and in newspapers and magazines isn't as hard as you think — if you've got a story worth telling!
- **Use social media.** Using social-networking sites like Facebook, Twitter and LinkedIn, producing your own videos for YouTube or writing your own blog are creative methods of letting people know about you and your business. Go on, have a bit of fun.



The AdMill Group was once again proud to sponsor the Cover Me Urban fundraiser in support of Youth Without Shelter held on April 1st, 2015. The event raised \$100,306.00 that will be invested in Youth Without Shelter's five key support programs, *ending homelessness...one youth at a time, one step at a time*. Pictured above is the team from Progress Media; the organizers and hosts of this inspiring evening.



The Glass Factory
99 Sudbury, Toronto

Presented in partnership with:



New to AdMill in 2015

5 Elements
Avante Security Inc
Diamonds & Diamonds
Downsview Publishing & Distributing
Dr. Massi Dolatshahi & Associates
Fit Factory Fitness
Gig Events, Marketing & Communication Inc
Humber Wood
Hydro One Net Works Inc.
Innovation Medical Centre - Claudia Posada
Institute of Robotics & Intelligent Systems
Istanbul Cafe & Espresso Bar Corp
Koffee Korner
Krzysztof Magnowski
LDA Income Tax & Bookkeeping
Maki My Way
MAP International - Tomasz Kat
Mississauga Media Inc
Moniz Homes
Nataliya Koldchak
Ontario Stand by Power
Paco Diop
Princeton International Academy
Riverdale Tax
Splash Work KB
Sunny Day Dental
Temaki Express
The Optimal You
Toners.ca
Toronto Taxtronic Systems Inc.
Wing Machine
Yonge Dental Care

AdMill is pleased to welcome the above accounts to our list of valued distribution clients in 2015. In the past three months all of these businesses utilized AdMill distribution services for the first time.

So far in 2015, AdMill Group has delivered over 40 million flyers for our customers.