



ValueAD  
PAGE 2



Tip Top Bindery  
PAGE 3



Our Services  
PAGE 4



# FLYER *focus*

November 2014

## From The Office Of...

Emilio DaCunha, CEO, AdMill Group

### Flyers Are Dead...Long Live Flyers.

**Welcome to Volume 1 : Issue 1 of AdMill's first newsletter; Flyer Focus. The AdMill Group is in it's 17th year of operation and I am proud to say, this has been an exciting and groundbreaking year for our company.**

I am exceptionally proud of our people and especially proud of the business growth we have experienced in the last few years. We clearly have done some things right as many new clients are using our services but more importantly our long-term clients continue to send more business our way each year... Thank you!... We will continue to learn and improve. Our commitment to customer service, fair value and smart growth is providing a mutually beneficial business relationship for our clients, suppliers and employees.

One of the primary objectives of this newsletter is to promote our industry and provide relevant information about our industry that will interest the greater business community. As you know, The AdMill Group began as and remains a flyer distribution company. There is no doubt most print and print related companies have faced enormous challenges in the past five years as more ad dollars flow to online media options. At the end of the day though, advertisers need results from their marketing efforts, and guess what...flyers work and work well.

Flyers work so well that... one of our national clients has increased their flyer frequency from 52 to 58 times per year in 2015.

Flyers work so well that...overall nationwide flyer distribution volumes will be up again in 2014; by approximately 5%.

Flyers work so well that...more than 80% of residents read or skim their weekly selection of flyers and direct mail. The experts that decried year after year that the 'Flyer is Dead' are continually reminded they are wrong as flyers continue to land on their doorstep and in their mailbox week after week, year after year in increased volumes.

At AdMill we say 'Long Live Flyers'.

Within the pages of this newsletter you will see some of our recent initiatives. Among other things, in the past year we have moved into a new 75,000 sq. ft. facility on 100 North Queen Street in Etobicoke, we have expanded and offer new distribution products and services, we have launched our 'ValueAd' print and distribution co-op division, we have bought two bindery operations to streamline the print to door process and we aim to position ourselves for further growth.

This has all happened during a period where we have had record number of flyers distributed and we have grown to serve more than 1,000,000 households on a weekly basis.

In 2014 we will process and deliver more than 300,000,000 pieces of unaddressed mail and we now cover on a weekly basis areas such as Brampton, Burlington, Oakville, Thornhill, Ottawa and Kingston in addition to our regular core GTA distribution market.

Please take a few minutes to read about our company, our industry and some of our success stories.

I hope you enjoy Flyer Focus Newsletter.





## Webrooming; New Trend or Old News?

It's no secret that consumers have many different directions to choose from on the path to purchase. Television, radio, print, online and mobile provide a variety of resources for consumers to educate themselves on the products they are interested in purchasing. In the new millennium, though, it's not just the path to purchase that presents many different options, but the destination for purchasing as well. From all of the different brick-and-mortar formats to mobile and online, retailers have a completely different competitive challenge than they did 20 years ago... even 10 years ago. The term "showrooming" has been kicked around over the last few years as one of the biggest challenges many retailers are facing.

In basic terms, showrooming is when consumers go to a store to check out a product and end up purchasing it online. The brick-and-mortar retailer essentially becomes a showroom for the online retailer, hence the name. The prospective customer can see and feel the product in your store, then go online to quickly compare prices, find the best rate and purchase it from a competitor. Few people, though, have been talking about the reverse – consumers spending their time researching products online and purchasing them in a store. That is, until recently.

"Webrooming" is the new term for researching products online and purchasing them in a store, basically the opposite of showrooming. Google it and you will see that it is now a hot topic of conversation with over 35,000 search results. It is being cast as the "new trend to watch" and good news for brick-and-mortar retailers who were focused on the great fears that come with showrooming. But is webrooming a new trend, or is it really old news?

To view more on webrooming courtesy of Stacie Severs of Valassis Media got to [admillgroup.com/flyerfocuslinks](http://admillgroup.com/flyerfocuslinks).

## 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 at all quantities at competitive rates.

In addition, we have launched our ValueAd program which 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.



"We just launched the service and we have already had 14 clients participate in the first month" stated Rob Leuschner, Director of Sales at AdMill. We provide this service eight times per year with the next print deadline on November 24th.

Please contact your AdMill rep to see how you can participate in this affordable and effective means of flyer distribution.

## AdMill Relocates to North Queen



- Our new production facility at 100 North Queen Street, Etobicoke, Ontario

In November of 2013 we moved into a 75,000 sq. ft. facility at 100 North Queen St. in Etobicoke. "After an extensive search we are quite pleased to have found a building that is well suited to our needs in a location that works well for our clients and our employees," said Emilio DaCunha, CEO of the AdMill Group.

DaCunha added, "We have bought the building, invested in a remodeling of the offices and have added additional automated production capacity. This building will help facilitate the continued growth and evolution of AdMill, I expect to be here for many years."



- Our new office and warehouse at 100 North Queen Street, Etobicoke, Ontario

AdMill was founded in 1997 in a loft apartment in the Junction. The loft proved to be resourceful as the added height allowed for the storage of flyers in addition to office usage and residential use of the founder. From those modest beginnings AdMill has experienced significant growth which has required three relocations.

Our other locations were both in North York and included a 12,000 sq. ft. facility at 79 Kincourt St. and a 30,000 sq. ft. facility at 42 Dufflaw Rd.

We welcome all of our clients to come by for a coffee and take a tour of our new location.



## AdMill Group Acquires Tip Top Bindery Ltd.

The AdMill Group, Canada's largest privately owned flyer distribution company is pleased to announce the acquisition of Tip Top Bindery Ltd. Tip Top has been an industry leader for over 28 years in providing bindery services to the flyer, magazine and book publishing industries.

"This acquisition will strengthen AdMill's position in this very competitive market and significantly expand our mailing and bindery capabilities," stated Arthur Winiarczyk, Vice-President of Marketing & Sales for the AdMill Group.

In addition to our distribution services, we will now offer our clients a full range of bindery services including folding, inserting, bundling, cutting, stitching, tip-on, inkjet addressing & labeling and CPC addressed & unaddressed mail preparation.

This acquisition will provide added benefits to all of AdMill's local and national clients. Flyers will be processed in a quicker and timelier manner with our expanded bindery capability.

For the time being, the Tip Top facility will continue to operate under the Tip Top brand. AdMill will now operate out of two locations: 100 North Queen St. in Etobicoke (The AdMill Group's Head Office) and the Tip Top facility in Scarborough at 335 Passmore Avenue.

AdMill extends a warm welcome to the employees, clients and suppliers of Tip Top.



- Production facility at Tip Top Bindery Ltd., 335 Passmore Avenue, Scarborough, Ontario

## AdMill Buys P&P Projects - Boosts Mailing Capabilities

The AdMill Group has purchased P&P Projects Ltd. "This acquisition will significantly expand our mailing and bindery capabilities" stated Arthur Winiarczyk, Vice-President of Marketing & Sales for the AdMill Group.

In addition to our proprietary distribution services we can now offer our clients a full array of bindery services including folding, inserting, bundling and mail prep. As an added benefit we now receive many of our national clients' flyers earlier in the week since we are providing bindery services for them in advance of them being shipped to their distribution centres.

Your AdMill representative will be pleased to discuss our new bindery capabilities and can assist you with your printing and distribution requirements.



### What are three specific actions that a non-innovative company can take to become more innovative?

"Sometimes I think that people out there talking about innovation try and make crafting a good innovation process sound harder than it is and the work of making innovation happen sound easier than it really is. Whether this is self-serving behaviour to try and drive people to buy their books or consulting services, I'm not sure, but let's give them the benefit of the doubt and assume it's not."

To get more on three specific actions that a non-innovative company can take to become more innovative, courtesy of Braden Kelly at Customer Think, go to [admillgroup.com/flyerfocuslinks](http://admillgroup.com/flyerfocuslinks).

### Paper is not only sustainable and personal — it's purposeful.

- Paper is effective.
- Paper is efficient.
- Paper is targeted.
- Paper is measurable.
- Paper is flexible.
- Paper is comfortable.
- Paper is central to economic growth.
- Paper works with other media.
- Paper creates a stronger connection.

Read more at:  
<http://fdsa-canada.org/>.

## Condo boom taking hold in 905 regions, housing starts dip in August, says CMHC report

- By : Susan Pigg, Business Reporter, Published on Tue Sep 09 2014 [www.thestar.com](http://www.thestar.com)

Markham lead the way for new housing starts in August as the condo boom continues to take hold in the 905 regions. Oakville recorded the second-highest number of high-rise starts while the building boom eased in the City of Toronto, according to housing starts figures released by the Canada Mortgage and Housing Corporation Tuesday.

Canadian housing starts — considered a major indicator of economic health and activity — dipped slightly in August to 192,400 units on an annualized basis, down from 199,800 in July. The vast majority of the new homes on which construction began were high-rise condos (110,800) compared to new low-rise homes (64,800) as intensification continues its march skyward in the country's major urban centres. Housing starts in Toronto were down slightly in August to 30,093 on an annualized basis, compared to 32,449 in July, mainly due to a slowdown in high-rise starts, said CMHC.

### AdMill delivers to 720,000 apartment and condominium units every week in the GTA.

Building starts have slowly been trending lower across the GTA as the record number of condo units sold in 2011 get built out and sales of new projects remain well below those record levels.

There was strength in the suburbs such as Markham, however, which recorded 460 units started in August. Oakville was second at 331 units. That compares to 204 units in Toronto, down significantly from the 1,168 units that were started as of August of 2013. BMO economists noted that Ontario starts may be slightly below historic averages, but “the condo market (in Toronto) continues to significantly outrun the single detached (house) market where supply is constrained in the GTA.”



- Rain Condominiums, 65 Speers Road, Oakville, Ontario

CIBC World Markets cautioned that “despite recent resiliency, we still expect housing’s contribution to (economic) growth to slowly wane as we progress through this business cycle, with affordability concerns and a weak labour market putting pressure on the building sector going forward.” But it also called the CMHC numbers “expected.”

## Our Services

*We are pleased to offer a full selection of distribution, bindery, packaging and mailing services to our customers.*

### DOOR TO DOOR DISTRIBUTION

- 100% penetration into Apartments and Condominiums via Canada Post
- Door to Door delivery into single dwelling homes in our AdMill Bag or Stand Alone Delivery, including door hangers, samples and loose flyers
- We offer distribution every day of the week
- Equivalent to Postal
- Emergency Services (next day distribution)
- SPECIALTY distribution of premium products

### BINDERY SERVICES

- Saddle Stitching
- Machine Blow-Ins
- Clip Sealing
- Folding
- ¼ Folding
- Parallel Folding
- Automatic Tipping
- In-Line Tipping
- Cutting
- Drilling
- 3 Knife Trimming
- Shrink Wrapping
- Automatic Inserting
- Hand Assembly
- Specialty Work
- Post It Notes
- Labelling

### POLYBAGGING

- Bag Making, Poly Wrapping, “Boutique Style” bags

### UNADDRESSED MAIL

- CPC “Prep” & Transport Management

### ADDRESSED MAIL

- Inkjetting & Mailing (Canada & US)
- Addressed Mail Sortation, Validation & Verification

*For more information and rates, please contact one of our Account Managers.*



	2014 Week 51	2014 Week 52	2015 Week 1	2015 Week 2
<b>Delivery Dates</b>	December 10, 11, 12	December 17, 18, 19	December 22, 23, 24	December 30, 31. Jan. 2
<b>Product Arrival</b>	December 5	December 12	December 15	December 20
<b>Manifest Deadline</b>	December 4 @ 12p.m.	December 11 @ 12p.m.	December 15 @ 12p.m.	December 19 @ 12p.m.
<b>CPC Deposit</b>	December 8	December 15	December 19	December 29

*Wishing you a Happy Holiday and a joyful New Year. Best wishes from your friends at The AdMill Group.*