

Experience



NeFra

DESIGN • PRINT • COPY • MAIL





*Committed to Excellence*

NeFra offers excellent customer service and beautifully designed projects that are carefully completed on time. We are committed to providing "hometown care with world class flair." Our professional designers, press operators, technicians, mail specialists and customer service representatives work closely together to give you the best NeFra experience.

*-The Courtright Family*

*Yes we can!*

*www.nefra.com*

*We invite you to take a brief tour*

NeFra's graphic designers and artists on staff are ready to assist you with all of your design and marketing needs. Together with our production and finishing department, we can take your project from start to finish.

*Why go elsewhere?*



Conference Room



Copy Center



Design Studio

*Of our world ...*



Printing Services



Book Binding Services



Bindery Services



Finishing Services



Mail Services



Unique Gift Collection

*Yes we can!*

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*We are here to serve you!*

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*Index of Services*

# Welcome to NeFra



**The Courtright family, Neil, Frances and their son, Brian, founded NeFra Communication Center in 1996 in York, Pennsylvania, with the vision of being different from other commercial and quick printers. Neil asserts, “From day one, we wanted to provide a total communication solution for our customers.”**

We strive to embrace the latest technology and hire only the best industry professionals, so that we can consistently provide the highest quality products for our customers. Frances adds, “We have created a colorful, dynamic environment for both our staff and our clients. We feel that in order to be creative, our surroundings should be creative as well. It was exciting to complete the building expansion of our York location in 2006. The expansion allowed us to provide more services for our clients and still have room to grow.”

At NeFra, we operate state-of-the-art equipment and utilize the latest software applications. We continue to add equipment to upgrade the level and quality of services we provide, such as perfect binding, punch and folding. We also upgraded to a direct imaging (DI) press that produces beautiful full-color imaging at higher quality than the average four-color press. We continuously evaluate our equipment to remain on the cutting edge of technology.

You will enjoy our prompt and friendly service. All of our services involve one or more of our four key departments: Graphic Design, Printing/Copy, Bindery/Finishing and Direct Mail. Each distinct in nature, these departments merge to create an entity capable of handling the communication needs of individuals, businesses and organizations of any size, from project development to distribution. That’s why the NeFra Team loves to say, “yes we can!”

# Welcome

## Unique Items

We carry many special items created by world-class designers and artists, suitable for businesses and for gift giving. Many are limited edition items that include the artists' signatures. See our insert for the latest items on display exclusively at NeFra.

If you are looking for corporate gifts,  
NeFra can take care of your needs.



*Welcome*

# Full Service Graphic Design

## Image is Everything

From logo design and brochures, to stationery and posters/banners, the way you present your business or organization is the key to clearly and powerfully communicating your message to your target audience.

Whether you already have an image or want to create one, NeFra's expert graphic design team can take your project from concept all the way to production. We produce results that get you and your message noticed. Our designers are experienced in text and graphics manipulation, layout and design, scanning, color correction, photo restoration and more.

NeFra can provide all of your design and printing needs to effectively market your business.



Logo Design  
Company Branding  
Post Cards  
Brochures  
Newsletters  
Menus  
Flyers  
Banners  
Signs  
Stationery  
Invitations  
Labels

*...and much more!*

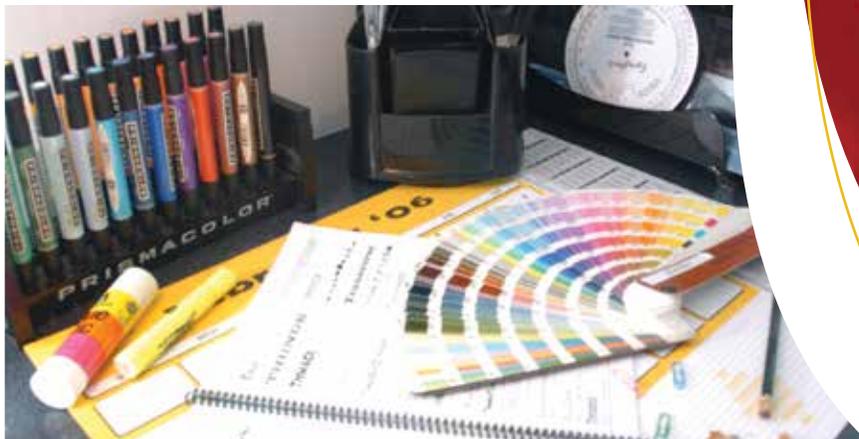
## Graphics and Pre-press

NeFra uses the latest software applications and we work with a broad range of programs for both Macs and PCs. We utilize Adobe Creative Cloud and the Suite of Microsoft programs to make sure your job appears exactly the way you imagined it.

You may submit your print-ready files in many different formats. The most common are JPEG, EPS, TIF, and PDF. You can send your files to us by burning them to CD or DVD, saving them on a jump drive or USB storage device, e-mailing them to [nefra@nefra.com](mailto:nefra@nefra.com), or uploading them to our FTP site at [www.nefra.com](http://www.nefra.com).

## Advantages of Using Our Design Studio

- Highly skilled graphic designers and pre-press professionals
- State-of-the-art design software and color manipulation, retouching, photo restoration and image effects
- High-quality scanning and color reproduction
- Efficient digital workflow allowing for fast turnaround
- PDF-based workflow for accurate press reproduction
- Convenient digital proofing



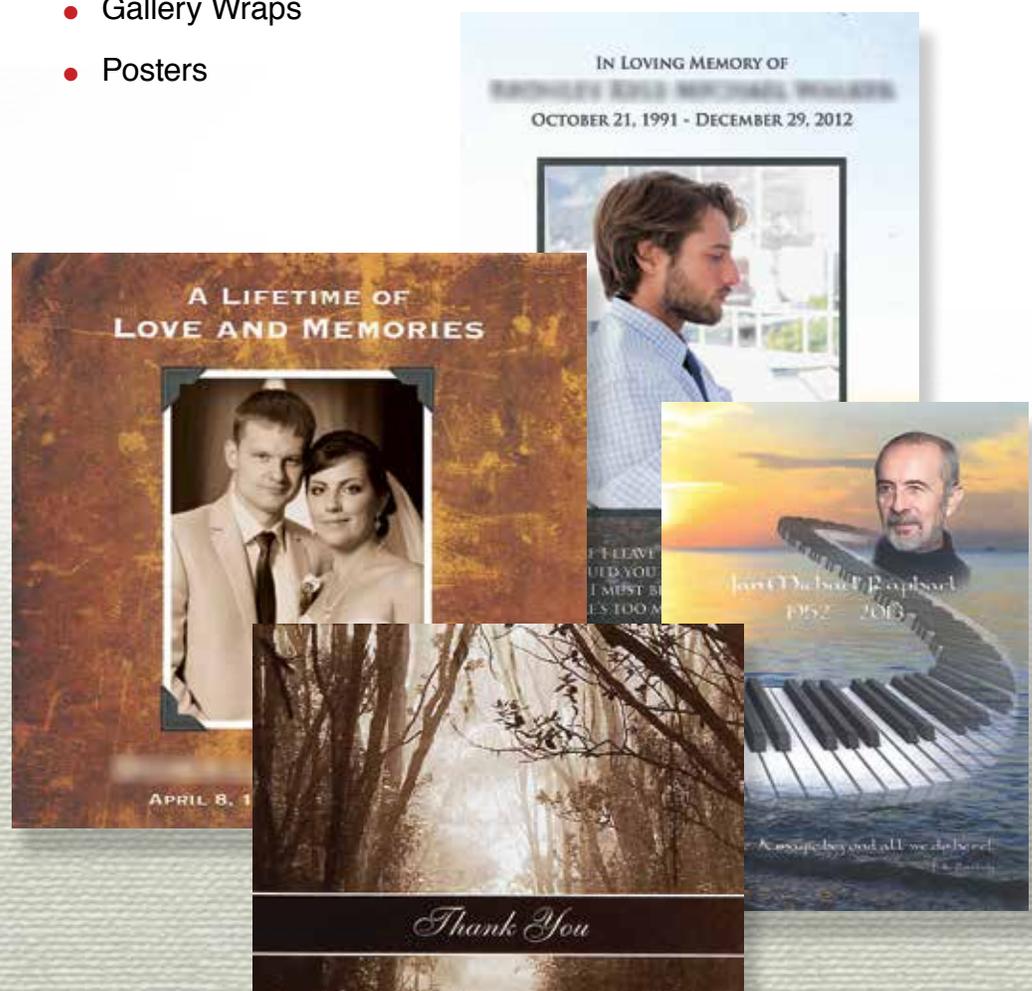
*Graphic Design*

## Memorials, Weddings, Tributes and Programs

Lifetime events often happen unexpectedly and NeFra assists in preparing materials that serve to honor our beloved. At NeFra we offer professionally designed memorial and funeral programs as a keepsake to share with your friends and family. Our goal is to produce material that everyone will cherish.

We have an extensive collection of images that we employ to enhance the moment. Along with programs we also produce:

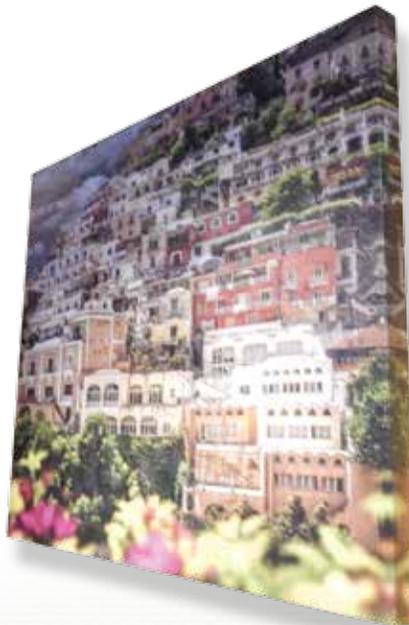
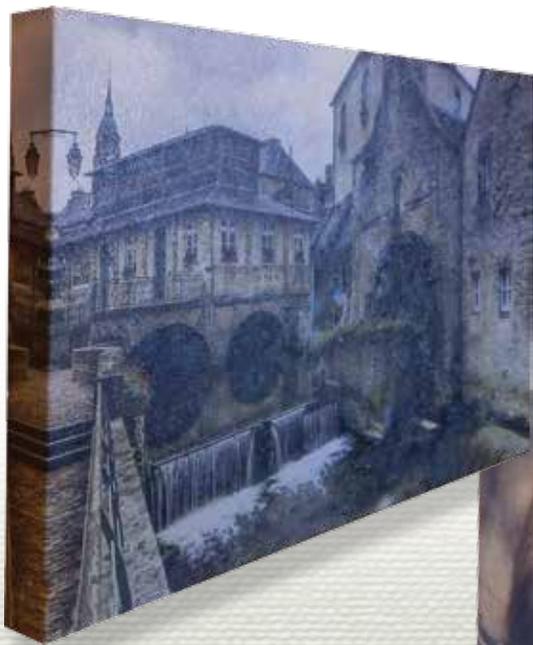
- Slide Shows
- Stretched Canvas
- Gallery Wraps
- Posters



## Stretched Canvas

A stretched canvas is the process where we print on canvas and mount it to a wooden frame called a stretcher bar. This allows the canvas print to be displayed with professional results comparable to what you would see in a gallery.

We can create a canvas at various sizes ranging from 8" x 10" to 5 ft by 8 ft. You also have the option of a flat finish or a hand-painted brush stroke finish that resembles an oil painting.



*Themes*

# Political Campaigns

## Running for Political Office

NeFra can assist you in launching an effective campaign for state and local seats. An effective campaign involves branding and promotion of the candidate. We can help get your campaign off the ground with logo design, direct mail, yard signs, note pads, banners or any other promotional materials you may need. Our graphic designers can offer advice on how to best communicate your message with pictures, color and font choices to help you accomplish your goals.



**We've got Your Campaign  
ALL BUTTONED UP!**  
Wear it proudly with NeFra's customized political buttons!  
Display your pick and support your candidate in style!

# Branding

## The Best for Your Campaign

- **Note pads with your name and slogan** - Note pads are rarely thrown away.
- **Yard signs** are a must.
- **Poly handle bags are great!**- You can stuff them with campaign materials, and hand them out at parades. Give them to kids as candy bags, plus this is a great way to have all of your campaign items in a way that's easy for people to carry. Best yet your name will be seen; these are walking billboards.
- **Palm cards/Bio cards** - A must! Keep it simple, to the point and use bullet points.
- **Bumper Stickers** -Your name will be seen all over town.
- **Labels** - Cheaper than buttons, plus they don't damage clothes.



*Branding*

# One to Full-Color Offset Printing

## Offset Printing

With our one, two and full-color presses, we produce high-quality, high-volume printing with a quick turnaround time. Offset printing is a widely used printing technique in which the inked image is transferred from a plate to a rubber blanket, then to the printing surface. It is the most common and efficient method for high-volume printing.

## Advantages of Offset Printing

- **Consistent High-Image Quality** - Offset printing produces sharp, clean and consistent images because the rubber blanket conforms to the texture of the printing surface.
- **Accurate Color** - We can match your company colors, or any color of your choice, using the Pantone Matching System® (PMS), which includes specialized inks.
- **High Volume** - We can quickly and efficiently produce large quantities saving you both time and money.



Print Services

## Spot Color vs. Full Color

The method used to print a full range of colors is referred to as a full color or four-color process, because it uses three primary ink colors: cyan, magenta and yellow, plus black (CMYK).

Spot color inks are specific formulations that are printed separately to produce various hues and shades. The range of available spot color inks is nearly unlimited and has more variety than the colors produced by full-color processes, but is normally used for one and two color printing.



**Presstek 5334**  
**Direct Image Press**

*Print Services*

# Raised Ink Printing

## Raised Ink Printing (Thermography)

Business cards, stationery and invitations are only a few of the many ways you can utilize raised ink printing.

### What is Thermography?

Thermography creates a distinguished look by producing a raised-print image. This process requires the spreading of thermal powders on the wet ink of a print application and heating it in order to melt the powder into a single solid mass, which becomes raised above the printed surface. It is also known as “imitation engraving”. However, an engraving die is not needed with thermography.

### Advantages of Raised Ink Printing

- **Affordable Elegance** - It shows taste and sophistication at less cost than the conventional methods of embossing or engraving.
- **Adds Dimension** - It gives your project a third dimension. It can also accentuate a particular area of your design.
- **Quicker Turnaround** - The process of thermography requires much less time than embossing or engraving, putting your project in your hands faster.



## **Raised Ink and Flat Ink Combinations**

Raised ink has several benefits when combined with traditional flat ink. It is an affordable way to emphasize a certain image or text to make it stand out. For example, to add some flair to your logo or full color flyer, you can have your business name raised while your address remains printed in flat ink.



*Print Services*

## Digital Color Printing & Copying

NeFra's full-service copy center provides you with on-demand digital full-color toner-based printing. Digital printing is a type of printing that uses a digital imaging process to transfer the image directly onto plain paper immediately, without the use of traditional offset rollers and plates.

## Advantages of Digital Color Printing

- **Cost Effective** - Digital printing is a direct-to-paper printing process. When printing smaller quantities, it will be less expensive than full-color offset printing.
- **Fast Turnaround** - The turnaround time is much faster than offset printing.
- **Paper Variety** - We offer a variety of paper stock for our digital press. Choose from uncoated or coated, matte or glossy, text or cover stock, colored paper and even transparency paper.
- **Accurate Proofing** - Because proofs are printed on the same equipment, it will be a very accurate representation of what the final product will be.
- **Variable Data** - Documents can be personalized, such as formal letters, consecutively numbered tickets for a prize drawing, or workbooks labeled with the names of each employee.



# Digital Black Printing

## Color vs. Black

Full color brings projects to life. Although it is more expensive than black ink to print, it may be necessary in order to best display your project. A workbook or textbook may be printed in black because it is designed to be a functional learning tool only, and it is not used to sell something or to gain someone's interest. Business cards really depend on the type of business. A florist, for example, would probably want to use color.

With our state-of-the-art equipment, NeFra can address all your document production needs in a timely manner. We can give you speed and quality - up to 2400 DPI - a wide range of stock, collating, stapling and 3-hole punch.

## Digital Black Printing & Copying

NeFra's full-service copy center provides you with on-demand digital black, toner-based printing. Whether you need one or one thousand, we will print your brochures, booklets, sell sheets, newsletters and personalized marketing materials in a hurry.

## Advantages of Digital Printing in Black

- **High-Volume Printing** - We have multiple black toner-based printers to handle the high-volume printing and copying jobs. We frequently print jobs that require thousands of copies of multiple-page documents.
- **High-Quality Printing with Options** - We produce outstanding image quality with many finishing options, such as stapling and hole punching.

*Print Services*

# *Preparing Your Job for Print*

## **How will you get your project to us?**

You may e-mail files, drop off a CD or DVD, upload files to our FTP site, bring in a jump drive, or simply give us some ideas on paper. We will do the rest.

## **Will your print job be one or two-sided?**

You may want your project to be printed on the front and back, or just one side.

## **Will it be one, two, or full color?**

We offer a variety of printing processes and we will work with you to find the best one to suit your needs.

## **What paper type/color would you like?**

Will the printed piece include mostly full-color photographs, a lot of text, or is it a combination of both? The first step in determining what paper to choose is answering this question. If you are unsure, we will help.

## **Will High-Volume Printing Work for You?**

High-volume printing is used by many large corporations and companies to produce a piece for several thousand employees or customers. For example, many companies use high-volume printing to produce employee handbooks, training manuals and items of that nature that are needed by each employee. These are products that don't change very often, at least not dramatically, so large quantities can be printed up front and kept on hand for long periods of time.

*Specifications*

## Would you like us to design it?

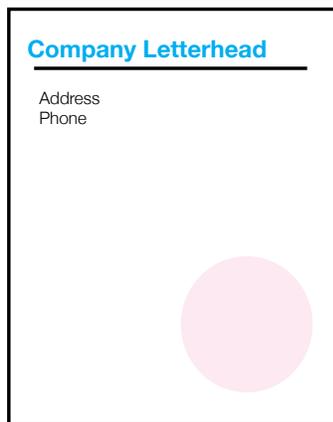
If you are not sure what you want, or you know what you want but don't know how to get there, we have a complete staff of highly qualified graphic designers who will create a solution to help market your business accurately.

## What is your project's finished size?

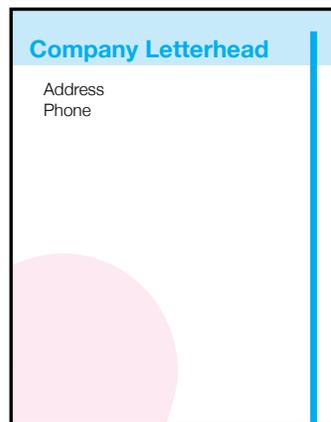
Is the printed piece going to be a standard size, such as **Letter:** 8-1/2 x 11, **Legal:** 8-1/2 x 14, **Tabloid:** 11 x 17? Or, does it need to be cut to a custom size, like a 5 x 7 or 6 x 9?

In printing terms, a “**bleed**” is where your background color, image or design extends all the way to the edge of the sheet. Because this must be printed on a larger sheet and then trimmed down, you must have your document set up with crop marks to print on a larger paper.

*For example:* if you have a newsletter that will fold down to a 8-1/2 x 11 that bleeds off the edge of the paper, we need to print it on 12 x 18 paper and trim it to 11 x 17 before it can be folded to 8-1/2 x 11.



NO BLEED - IMAGES DO NOT GO TO THE EDGE



WITH BLEED IMAGES GO TO THE EDGE

Specifications

# Large Format Printing

## Large Format Printing

Large format printing is considered to be printing for anything over standard paper sizes, or anything over 12 x 18 inches. The possibilities are endless!

## Advantages Of Large Format Printing

- **Eye Catching** - Poster-size prints are hard to miss. If you have displays for your products or services, you will want to use large format prints that will ensure your message gets noticed.
- **Quality** - Our large format prints have rich, vibrant colors with true color intensity, clarity and photographic quality.
- **Stock Options** - We offer a variety of stock, including presentation, photo, art, canvas, vinyl, fabric, backlit and adhesive.

## Yard Signs

Constructed of durable coroplast, yard signs are an effective tool for advertising an event or a service. Available single-sided or double-sided, yard signs can be printed in one, two, or full color.



Large Format

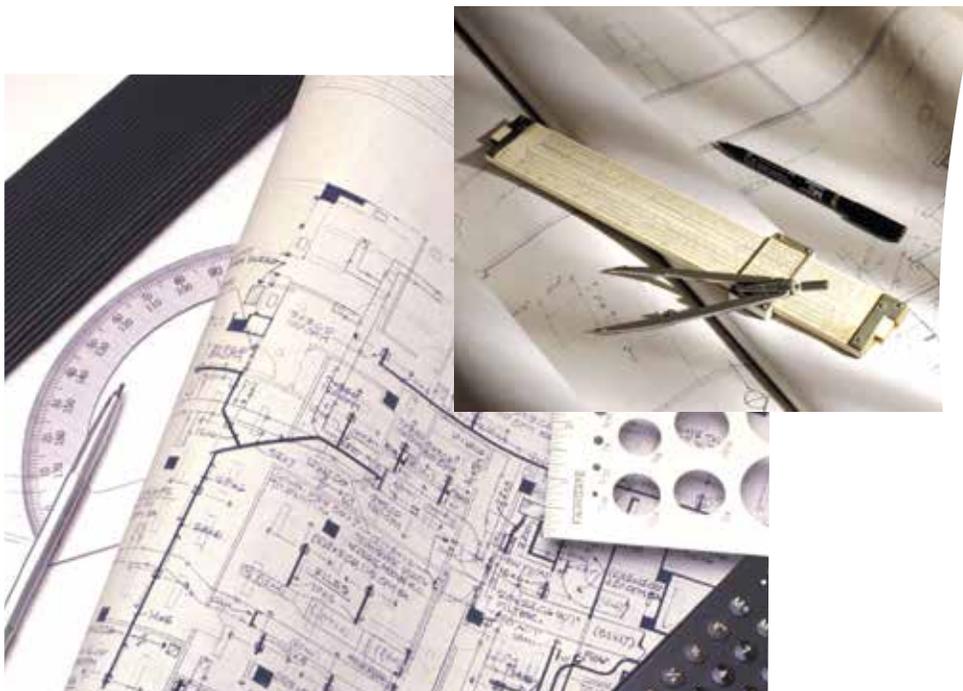
# Engineering Prints & Copies

## Engineering Prints

Are you an engineer, draftsman, builder, landscape designer, electrician or contractor? NeFra will copy or print your A to E engineering prints, blueprints, large format drawings and more.

## Advantages of Engineering Prints

- **Variety** - We can do reductions or enlargements of your plans. Reductions are based on the original size, and enlargements are based on the output size.
- **Fast Service** - In a hurry? Your time is valuable and we do our best to give you courteous and prompt service.
- **Technology** - You can e-mail your files to us or upload them to our FTP site, burn to CD or copy to a jump drive. All we ask is that your files be saved as .PDF, .PLT or .TIF so that we can access them. We can also save your plans as .TIFs or .PDFs and burn them to a CD or jump drive, making your files completely portable.



Large Format

# Print & Duplication

## CD/DVD Services

### CD & DVD Duplication

Are you a musician with a demo CD that needs duplicating? Are you a salesperson who would like to distribute your literature to prospective clients on CD or DVD with your logo? We will make copies of your CD or DVD, whether one or one thousand.

Create lasting memories for special occasions by converting your family photos to DVD. We can make multiple copies for you to share. In addition, using your photos, we can create slide shows, large posters, bookmarks, programs and more. We specialize in memorial services.

### Direct CD/DVD Printing

Personalize your CD or DVD by having a full-color image printed directly on to it. If you need help designing your label, we can do that too. We will also design a cover to insert in the CD/DVD case.



## Labels

From a 1' rectangular single-color label to a 4 x 6 full-color label, we offer hundreds of standard sizes as well as custom sizes and die cut labels.

## Pocket Folders

Pocket folders are available in various sizes and styles, with many stock options. Print in one, two, or full color, emboss or foil stamp. Each pocket folder includes business card slits. Complete your presentation by having NeFra design and print the inserts for the folders.

## Rubber Stamps

NeFra offers top quality self-inking and handle stamps, custom made to fit your needs. We can even include a graphic, such as your logo, in addition to up to five lines of text.

## Self-Serve Copy

Color and black & white digital copiers are available for public use. Our copiers are completely self-service and very easy to use, but, if you need assistance, our staff will be glad to help. When you are finished, simply go to the counter and pay. It's that easy!

## Fax Service

We offer incoming and outgoing fax services, both domestically and internationally. For outgoing services, all we need is the fax number to fax your document anywhere.

## FedEx® Authorized Ship Center

You can drop off your package with a ready to ship label or we will gladly help you ship your parcel. We will provide you with the tracking number so that you can track your shipment at your convenience.

*Other Services*

# Perfect Binding

## Perfect Binding

Whether you need a corporate document, or wish to publish a book, perfect binding gives professional results of which you can be proud. Perfect binding is a form of adhesive binding, sometimes called a “soft cover,” which is great for books, manuals, catalogs and annual reports such as this publication.

## Advantages of Perfect Binding

- **Versatility** - A perfectly bound book opens easily and lends itself to many uses, such as textbooks, cookbooks, user manuals, catalogs, magazines and journals. It also stays closed when not in use, making it easy to store.
- **Printable Spine** - Most people keep their books and manuals on shelves or in filing cabinets, where only the spine is showing. Having the option to print on the spine can make a huge difference in a book’s visibility. With one glance, your book can be easily identified.
- **Visual Appeal with Longevity** - Your book lasts longer and looks professional.
- **Economical** - Printing large quantities using perfect binding is a cost-effective way to present your materials in a professional manner. If you are publishing your first novel, you can do it affordably without sacrificing quality.

## Specifications for Perfect Binding

- Glossy, thick stock works well for the cover and non-coated paper works best for the interior pages.
- A printed spine requires a minimum of 60 pages to allow room for print.
- Minimum finished-book size needs to be at least 3-1/2 x 5 inches with the binding on the 5-inch side.
- For 8-1/2 x 11 inch perfect bound books, the maximum size is limited to 2-3/8 inch thickness.

Need to meet your deadline?  
**YES WE CAN!**



NeFra is  
your source  
for perfect binding

*Finishing Services*

# Bindery & Finishing

## Finishing Services

### Bindery & Finishing

Whether you are creating an operations manual for a company, or a product catalog for a home-based business, we offer a wide variety of book binding services that include coil, comb, or fast back tape binding with options for clear covers and leatherette backing with a choice of colors. We also offer folding, tabbing, inserting and more.

### Coil Binding

Coil binding is ideal for small or large jobs that need a fast, cost-effective binding solution. It uses a plastic coil to hold pages together, allowing documents to lay flat and remain open.

### Comb Binding

Comb binding is a perfect choice for companies or individuals interested in an economical binding solution. It is an excellent option for reports, notebooks, surveys, sales presentations, cookbooks and calendars. It allows your documents to be modified by adding or subtracting pages with ease.

### Fast-Back Tape Binding

Fast-back tape binding adheres a narrow fabric strip around the spine of the covered document, securing the pages together. The finished book is reader-friendly and is easy to store, stack and mail. Binding strips come in a variety of colors and in a range of sizes to fit any book up to 300 pages.



## Saddle Stitching

Saddle stitching is a method of binding in which the pages are secured through the center fold by wire staples. The number of pages that can be stitched depends upon the thickness of the paper. The maximum number of pages is 80, including regular text weight paper and the cover. Saddle stitching, which is typically used for newsletters and programs, is faster and more economical than other binding methods.

## Padding

Padding is most often used for note pads, business forms, such as application forms, and carbonless forms. The process to create padded materials involves clamping a stack of printed paper and applying liquid glue to the back edge of it. After the glue has dried, the clamp is removed and the paper is cut down to the appropriate size. Padded products are widely used by schools, universities, churches, and other organizations. Businesses often use note pads as giveaways for their customers.

## Shrink Wrapping

Shrink Wrap is an envelope of plastic film used to enclose many different items. After it is applied, it is heated, causing it to shrink around the item or items. Shrink wrapping is used most often to package products for shipment or for storage.



## Collating

Collated papers are sorted and maintained in a precise order of identical sets.

## Inserting

Inserting is normally done by equipment that automatically places one or more pieces of paper into a single envelope.

## Perforating

Perforating places a series of small holes in a pre-determined line on a piece of paper to facilitate tearing or folding.

## Scoring

Scoring, or creasing, is indenting paper with a metal rule for the purpose of making folding easier and more accurate. We use a creasing machine for toner-based prints to minimize cracking on the folds.

## Hole-Punching

We use a machine called a docu-punch, to create the holes needed for coil and comb binding with accuracy. Holes are drilled in folded sections, trimmed or untrimmed, or in finished books, to permit their insertion in ring binders.

## Corner Rounding

Corner rounding is the process of cutting corners of a product to make them round.

## Tabbing

Tabbing is the printing, cutting or adhering of tabs on the edges of pages to help separate sections of information. Tabs, in most cases, are used as dividers. Standard tabs come in sets of 5 or 8.

## Lamination & Mounting

Lamination is an ideal way to protect and seal your printed materials for beautiful and long-lasting results that can also enhance and sharpen your print. Lamination is used on everything from ID badges to trade show presentations. We can also mount your project with a variety of materials which include sintra, foam core and gator board.

- **Sintra** - is a very durable plastic sheet that can be flexed without putting a kink into the graphic.
- **Foam core** - is cost-effective and best used for temporary signs or prints that are going to be framed.
- **Gator Board** - is a high-quality, much stronger version of foam core.



*Finishing Services*

# Bulk Mail Service

## Mail Services

### Bulk Mail

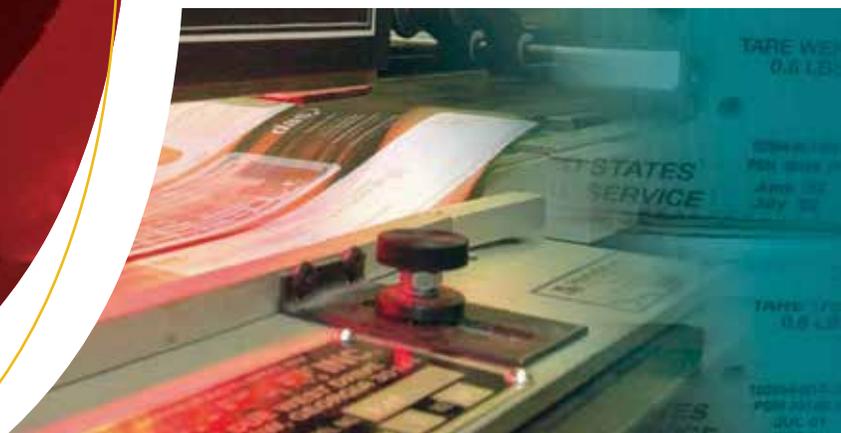
The term “bulk mail” refers to larger quantities of mail prepared for mailing at reduced postage. The two types of commercial mail include First-Class Mail and advertising mail (called “Standard Mail” by the Postal Service). Commercial prices are available for other classes of mail, too. The Postal Service uses the terms “bulk” and “presorted” interchangeably.

Bulk prices are lower than “single-piece” prices. “Single-piece” means that you pay the full postage price; when you put a stamp on a letter, you’re paying the single-piece postage. At NeFra, we can save you the time and expense of preparation work. You provide us a mailing list (usually in the form of an Excel spread sheet) that we process through our bulk mail software program. We then address, sort and transport your mailing to the postal facility.

For example, a **political campaign** team will benefit by using bulk mail because they can mail high volumes to the registered voters in the area in which the candidate is seeking office.

### Advantages of Bulk Mail

There are many advantages to using bulk mail. The most important advantage is that bulk mailing prices are significantly lower than single-piece prices. The average NeFra customer saves as much as 48% on postage rates.



## Qualifications

To qualify for discounted postage rates, there is a **200 piece minimum requirement for a standard mailing, and 500 for presorted First-Class Mail**. The reduced rate is given for large quantities of mail because much of the work the post office would do, such as pre-sorting, is handled by us. We have our own mailing permit in order to provide this service.

## Variable Data

If your organization generates bulk mailings, NeFra can save you time, expense and frustration. We will turn your database into a money-saving machine. By running duplication checks, validating and correcting addresses, and merging and purging lists, we can optimize the effectiveness of your mailings. We do the work that is required to mail at the bulk rate so that you don't have to.

We provide the privacy and security needed when mailing important and sensitive documents. We will always treat you with professionalism and respect. We also have access to mailing lists. Simply provide us with the criteria, and we will obtain a list for you.



*Mail Services*

# Design Samples

**Argos SECURITY**  
by DATUM.

Safe and effective weapons storage designed for our nation's protectors.

[www.argosweaponstorage.com](http://www.argosweaponstorage.com)

**WORLD'S LOUDEST MUSIC**  
- YORK, PA -

**CERTIFICATE**  
A peak reading of 134.7dBA was recorded while measuring the Factory Scream Whistle at The New York Wire Company, York, Pennsylvania, USA on 12 December 2002.

**THE RYAN FAMILY - BLASTING MUSIC SINCE 1955**

*Working from the Heart*

**OPTIMUM KINETIC PERFORMANCE**

# Portfolio

The Wedding Ceremony Uniting  
*Miranda Ashley Frey*  
(M)  
*Donald Smith Jr.*  
(Jr)

Saturday, November 1, 2014

Please Join Your Church  
10150 Wintergreen Road  
Red Lion, Pa 17085

*Rehearsal Dinner*

Steve Mako & Deedee Carlin

**ILS**  
INMATE LIAISON SERVICE

Justin Rentzel - Client Services

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