Focus in Print

A word from our president, Alain Jacques

Solisco was launched in 1991. We had a dream of owning our company. We knew printing, we knew finances, and we had the drive to make it happen. Twenty-five years later, I am amazed at the road that we’ve travelled.

Building one of the largest independent printing companies in Canada was quite a journey. We have developed long lasting relationships with many clients that have pushed us to grow at a faster pace and build a solid factory, become a major player in the industry. Now we are printing for customers from coast to coast both in Canada and the US. Our production facilities use state-of-the-art equipment, rigorous processes and attention to detail. They have the capacity to go above and beyond expectations, making us an important business partner for our clients.

Today, I am really proud of our success. But what matters most to me is the team of 400 dedicated people working hard every day, like we’ve done since day one, to make it happen.

As our new brand image shows so well, Solisco is built on three important values: expertise, sustainability and connectivity. At the heart of our business, we have people who are dedicated, passionate, and driven. And that’s what makes us…

Creativity in Print.

[Signature]
Mission

To be at the forefront of relevant and intelligent print, from design to printing to distribution.
Vision

Backed by its team and guided by its values, Solisco is constantly expanding its expertise to be an invaluable business partner and a driving force behind its clients’ growth.
Values
Expertise
Sustainability
Connectivity
Expertise in Print

Solisco is your business partner for printing, creation, design, and logistics.

From content strategy to high-definition printing of upscale magazines, catalogues, and promotional flyers, our team of 400 experts works 24/7 to help you make your marketing initiatives successful. For the past 25 years, our state-of-the-art equipment and efficient technology have been helping clients make their mark.

Solisco has kept pace with a changing market, diversifying its products and services and growing at an admirable pace. An entrepreneurial focus is key to everything this innovative business does, leaving Solisco better placed than anyone to understand the issues facing organizations of all sizes.
Expertise

For more than 25 years, Solisco has become one of Canada’s biggest printers by helping its business partners succeed.

Solisco has been bold and dynamic from the start, adapting to market changes with new products and services.

Logistically, Solisco expanded its services to include creation, design, and creation of digital and print branding tools by acquiring Maison1608, a communications and marketing firm renowned for its outstanding expertise in branded content strategy and creation.
Sustainability in Print

At Solisco, environmental sustainability is as important as longevity.

After more than 25 years, Solisco also cares about environmental sustainability and the smart, responsible use of resources.

We are aware of our role within our ecosystem and we seek to adopt good practices in terms of how we use ink and paper, manage energy, and recycle.
### Our Good Practices

We are proud to bring our environmental mission to life every day.

<table>
<thead>
<tr>
<th>Our paper</th>
<th>Our energy use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Solisco was the first printing company in Canada to sign up for the FSC® (Forest Stewardship Council®), PEFC™ (Programme for the Endorsement of Forest Certification™) and SFI® (Sustainable Forestry Initiative®) programs, which ensure sound sustainable forest management. We also offer several recycled paper options and are recognized for the excellent quality of our printing on 100% recycled paper.</td>
<td>Creating print projects consumes a lot less energy than manufacturing electronic devices. For example, it takes only 2 kWh to produce a book, while making a tablet uses up 100 kWh, not counting the energy required for each charge. Source: New York Times, «How Green is My iPad?»).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Our inks</th>
<th>Recycling</th>
</tr>
</thead>
<tbody>
<tr>
<td>At Solisco, not only do we use heavy–metal-free inks, but they also contain the highest percentage of plant-based ingredients possible without affecting print quality. These include soy and flax oil, as well as resin derived from pine and fir trees. We are proud to say that none of the products used in our printing processes have been tested on animals.</td>
<td>The useful life of printed documents doesn’t end once the consumer has read them. They can be processed and reintroduced into the production cycle, reducing the need to use new materials. At Solisco, we do our part each week by recycling our paper waste. In addition, Solisco also recycles aluminium and ink waste from its printing presses.</td>
</tr>
</tbody>
</table>
Connection in Print

At Solisco, we believe that solid business practices are built on mutual respect and courtesy. Quality and customer satisfaction are the driving forces behind everything we do.

Our expert team is our greatest strength and the foundation of our success. Performance, innovation, and quality guide every decision and action, every day.
Corporate culture

Our values have made us a leader in the industry and continue to help us reach our objectives and fulfill our mission of creating relevant and intelligent print.

Philanthropy

At Solisco, we want our values to have a real impact on our team and within our community.

In concrete terms, we provide financial assistance, products, and services to organizations that share our values and objectives and work with children and in the fields of health, education, and the environment.
Our services
Printing & Prepress

Solisco’s extensive printing and mailing facilities offer a complete range of services from prepress procedures to web and sheet-fed printing, including project management, prototype and test development, colour management, and quality control.
Our Printing & Binding Services

Solisco meticulously carries out printing projects of any size to deliver a premium product that meets your requirements.

Rotary presses
- Magazines, catalogues and long-run flyers
- Up to 75 inches wide, 32 pages at a time
- Up to 60,000 print units per hour on rotary equipment
- Equipped with folders, guillotine cutters, and online finishing
- Finishing line cut of 3 or 4 surfaces, perforation and gluing unit

Sheet fed offset presses
- Brochures, pamphlets, folders
- Up to 40 inches – 16,000 print units per hour
- Up to 6 printing units plus water-based coating machine

Digital presses
- Ideal for brochures, mini-posters, and cards
- For short-run printing and customization
- Large-format digital presses for display boards (POS)

Binding
- Saddle stitch, perfect binding, press-glued binding, cutting, folding, UV spot varnish, etc.

Prepress

Our experts use state-of-the-art equipment to provide the best quality.

Prepress includes all the steps leading up to printing your documents:
- Imposition
- Plate production
- Checking files meet specifications

Solisco is a G7 Master printer
G7 Master Qualification guarantees that printing equipment is calibrated and stabilized to provide superb colour consistency and superior quality printing results.
Mailing & Logistics Services

We have targeted mailing tools to help you reach customers and maximize ROI.
Solisco develops direct marketing strategies and creates client lists based on market analyses using profile criteria that match specific targets.

Our direct marketing expertise is well known within the industry. In fact, Solisco is a certified Canada Post Smartmail Marketing Partner—one of only 35 companies to receive the national postal service’s highest certification! Our expertise in logistics and distribution also covers the US thanks to our well-established relationship with the United States Postal Service (USPS).

We can provide complete distribution services across Canada and the United States, and our team can help you develop mailing strategies based on specific needs.

**Distribution and logistics**
- Transportation across Canada and US via Canada Post and United States Postal Services
- Binding equipment with integrated inkjets
  - Poly bagging
  - Storage and fulfillment
  - Smartmail Marketing Partner status from Canada Post

**Targeting options**
- Interests (travel, hobbies)
- Location (province, city, or postal/zip code)

**Database**
- Demographics (age, gender, income, education)
- Addressing
- Mailing-list management (often confidential)
- Preparation that meets industry standards
- Mailing via post-office depots, etc.
- Address printing directly on magazine covers and bags
- Poly bagging multiple advertisements
Strategy, content, & design

Maison 1608 by Solisco is a creative marketing & communications firm with a focus on brand strategy and content creation.
Inspired by top international practices, our approach is made to measure.

With a deft touch befitting a Savile Row tailor, we craft corporate identities, cross-platform content, and high-end magazines that showcase your brand’s personality and take it to a whole new level. In short, we tell a story that people care about.

At Maison 1608, our clients benefit from our publishing expertise as well as a knack for strategy, creation, design, and copywriting. Plus, we provide added value with our ability to build an editorial line and consistent, creative design around a brand.

Transforming your brand into a way of life.

Maison 1608’s focus is on beauty, creativity, and making the right choices.

We believe that a brand truly takes off once it gathers the courage to forge a creative design esthetic, one with an artistic persona that strikes a chord. Rather than tell consumers what to buy, we’d rather inspire them with content—and a container—that draws them naturally to the brand.
Strategy
We take a creative, realistic approach, setting clear marketing goals and defining target audiences. Then—since we know consumers and what makes them tick—we advise our clients on how best to appeal to their clientele.
> Marketing goals
> Target audiences
> Consumer behaviour studies
> Brand image creation
> Advice and guidance
> Media kits

Bespoke publishing
We create stellar editorial content, books, and magazines that strike just the right note and feature beautiful photos and elegant design to appeal to customers and establish a loyal following.
> Bespoke content creation
> Bespoke magazine and book publishing
> Photography
> Distribution
> Advertising sales
> Design, production, printing

Brand image
Since we’re passionate about all things branding, we’ve developed the art of crafting new brands and repositioning existing ones. Our creative process is fuelled by curiosity, openmindedness, and meticulous attention to detail.
> Corporate identity creation
> Repositioning of existing brands
> Cross-platform branding

Graphic design
Whatever the medium, we grab readers’ attention using quality, thoughtful content and innovative design. We pay special attention to the details, ensuring that each message packs a punch, each image is as elegant as possible, and each ad makes a strong impression.
> Branded magazines
> Brochures, leaflets, stationery
> Signage and window visuals
> Photography
> Branded visual content

Copywriting
Our skilled team of professional copywriters, journalists, linguists, translators, and editors carefully weigh each word to produce clear, powerful messages that truly impact readers.
> Advertising design and copywriting
> Medical copywriting
> Publishing
> Proofreading
> Translation

Content and cross-platform distribution
As specialists in branded editorial content, we’re masters at striking the right tone and finding the right mission for your digital content. Our team makes sure you have the right content in the right place at the right time.
> Website and digital project creation
> Content copywriting
> Blog and newsletter management
> Content calendar development and management
> Strategic publishing
SolX is an adaptable augmented reality application powered by Solisco. It provides a fluid connection between print and digital media.

Once the SolX application is downloaded to your smartphone, you can access and enhance content and create an amazing digital experience using image recognition.

SolX was developed to improve the way readers interact with content. Augmented reality brings paper to life in ways you never imaged were possible. With SolX, you can go wherever your creativity leads you.

SolX also features inbound marketing capabilities that can collect and analyze user and consumption data, so you can use it to communicate and analyze consumer profiles.
Solisco is a promise of superior quality.

With our flexibility, attention to detail, and desire to continually improve, we are the ideal business partner for organizations of all sizes.

As experts in printing and distribution as well as content strategy and graphic design, the Solisco team has been helping its business partners succeed for over 25 years.

Experience Solisco.

Solisco. Creativity in Print.

Visit our website
solisco.com

Contact our team of experts
1-800-463-4188
120 10th Rue, Scott, QC, G0S 3G0, Canada