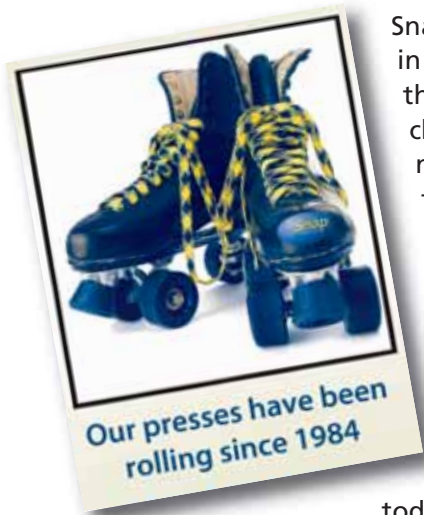


25 Years On And Snap Is Still Doing More

The core to success in any business is keeping your products and services in line with what your marketplace and customers demand. Customers needs constantly change along with their key business drivers. Every business needs to embrace change to deliver what their customers want.

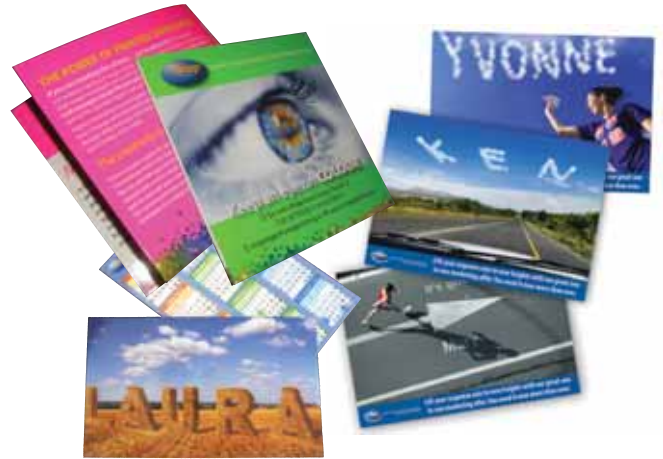


Snap celebrated 25 years in business this year and the success of the franchise is constantly recognising the need to grow the products and services to meet the needs of customers.

Staying still has never been an option and this approach has made the business the success it is today. Snap is primarily a business-to-business company and is doing business with 70% of Ireland's top 1,000 companies. There are many companies now that are promoting their business for the first time and they will look to Snap to consult and guide them through the process. With a wealth of experience throughout the group, Snap can bring more than just the finished print product.

"We are finding that companies want marketing services and want to know the best way to promote their business. We bring a fresh perspective and will guide them on the best direction for their particular company. Our suite of products means that we can bring the total package. If a personalised direct mail offering is what is best, we will provide the data, concepts, design, personalisation, print and fulfilment for the campaign," says Muiris Murphy, Group Managing Director of Snap in Ireland. "If a website is the direction, we will provide anything from a simple brochure site through to a full e-commerce site with initial stages of online marketing," he adds.

Snap does more for customers than simply provide the end print product. The young, dynamic team throughout the group are full of ideas and have the experience of what makes a promotion work. Snap's products and services portfolio has grown hugely to complement its extensive digital and litho printing



services. Additional products and services now include:

- Personalisation and fulfilment services
- Marketing communications consultancy
- Web design, development and promotion
- Graphic design
- Hundreds of promotional products
- Direct mail services
- Point of sale material

"We are considered the total communications provider for many of our customers and we always bring much more to a business than just the print," says Murphy.



Contact Details

For more information log on to www.snapprinting.ie or call 1850 812 002 for your nearest centre.



We do more