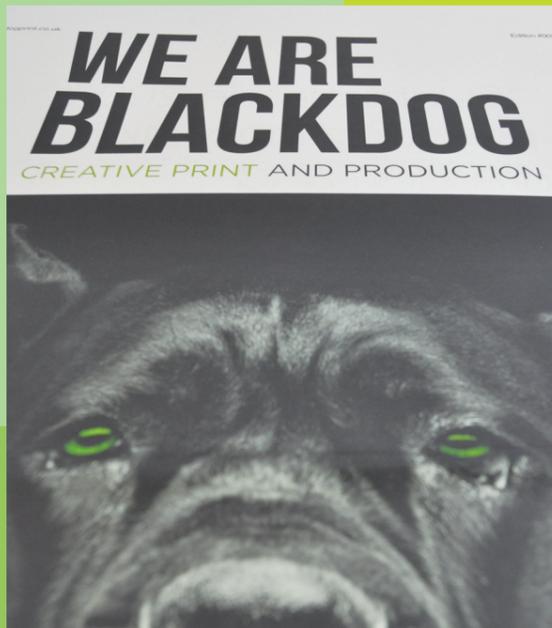


CREATIVE CHAMPION 4: BLACKDOG DIGITAL



BLACKDOG DIGITAL – WHERE INSPIRATION AND CREATIVITY GO HAND IN HAND

Based in Hertfordshire, Blackdog Digital offers more than your average print company. Not only innovative commercial print and design, but promotional merchandise, multichannel marketing campaigns, bespoke wallpapers, short run newspapers, signage, direct mail, identity creation, luxury bespoke packaging, promotional merchandise, large format, and much, much more. In fact, Blackdog offers a fully managed service starting from the design stage and right through to the finished end product.

A truly creative print company, Blackdog is also a truly friendly company, and its high levels of customer service and retention attest to this.

Blackdog may not be the largest company in the industry, but it certainly has a very big heart which oozes with enthusiasm and excitement about what print can do. For high quality print, for adding value and for the passion it possesses to produce the very best for its customers, Blackdog Digital certainly deserves its place as a Creative Champion.

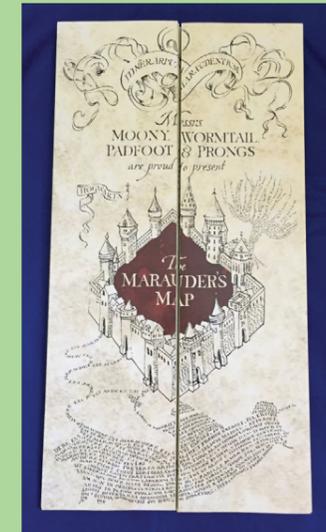
The company has been a pioneer in clever digital

applications, forging a path in bespoke wallpapers for instance, whilst intelligent use of variable data print has meant good return for clients. The company also offers a number of value added special effects which it can produce to enliven and enlighten print and design projects. Blackdog Digital is not one to say 'no sorry, that can't be done' but actively looks at ways to help customers turn the right solution into the most successful solution that can really add value.

Steve Winn is managing director at Blackdog. He said, 'We appreciate that every single job that we handle is critical to the customer, and should be treated as such. We take a pride in every step of production.'

'Print sits at the heart of what we do, but importantly all the elements that surround that print are the things that really make what we do stand out.' This can mean anything from variable data use to special effects, from bespoke designs to integrated campaigns.

Steve added, 'It really doesn't matter what 'machine' you are printing on. The customer comes to you because they



want good service. They know that you will get the job done. They come to you because you have that added value. That is what concerns the customer, not what technology you are running.'

'But, I know digital print is helping us to offer more to our customers, and to do something different. I think how you approach the customer is very important though. Don't just talk about 'print', but about new ideas that print can help them achieve; then they are eager to listen.'

If you are looking for a truly innovative and creative partner for outstanding, clever and sophisticated ideas that will get you real return on investment, or make your projects really stand out, then look no further than Blackdog Digital.



For further information on the Creative Champions at Blackdog Digital, please go to www.blackdogdigital.co.uk, call 01920 468 246, or e-mail info@blackdogdigital.co.uk