



“ **Today’s market is changing** too quickly for any company to be complacent.

*Stand still and you’ll be passed by.*

*That’s why Hammer Packaging is committed to leading, not following; and that’s why we look for partners who appreciate the value of being first to market.*

*As a reward for having the courage and vision to be early adopters and fast followers, our customers are able to take advantage of our investment in leading-edge technology, our highly-skilled support staff and our outstanding customer service.* ”

– Jim Hammer, President and CEO



**Our facilities include:**

200 Lucius Gordon Drive – 92,000 sq.ft.  
Corporate Headquarters  
Web and Sheetfed Offset Printing

Metro Park – 50,000 sq.ft.  
Offset and Flexo Printing

Rochester Tech Park – 100,000 sq.ft.  
Finishing

J. MacKenzie Ltd – 54,000 sq.ft.  
Paper Sheeting and Converting

Lee Road Warehouse – 100,000 sq.ft.  
Warehousing



**HAMMER  
PACKAGING**

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# HAMMER PACKAGING

*Communicating your image®*

**HIGH-QUALITY  
PACKAGE PRINTING  
SPECIALISTS**

# Listen. Learn. Lead.

Hammer Packaging has been a thriving business since 1912. Our secret couldn't be simpler.

**We listen to you.** We listen to what you need and strive to meet those needs. We study your packaging and supply chain requirements from end-to-end, so we can add value at every step. And we stay out in front of an industry that is changing every day.

**We learn and adapt.** Experience has taught us that each customer is unique. So we've learned to adapt, and to do whatever it takes to make each customer happy. It's one of our most defining attributes: we welcome change, particularly when it means satisfying a customer.

**We're built to lead.** We don't follow. We lead. That is why we invest in state-of-the-art technology: to provide you with the most reliable, high-quality printing available in the market. It's also how we keep your costs low. We are ISO 9001:2000 certified, which means we are committed to high standards and continuous improvement.

Our management and people are among the most skilled craftsmen and leading thinkers in our industry. Our partnership with the globally renowned School of Print Media at the adjacent Rochester Institute of Technology helps us maintain a leadership position in print technology and innovation that we freely share with our customers.

## Simply stated, we promise to:

- Provide consistent, high-quality printing that presents your brand in the best possible light.
- Deliver accurate orders on time.
- Make your life easier with a support team that absorbs your responsibilities whenever possible.
- Help you succeed by providing a culture that is willing to change.
- Put thought-leaders on your team to help brainstorm your next breakthrough idea in package design and decoration.

That is our secret. It may seem simple, but it's not easy. And it's what we do better than anyone else.

## Cut & Stack Labels

Multi-color, high quality roll or sheetfed offset labels are a Hammer specialty. Cut & stack labels are an economical and efficient way for decorating or identifying a product or brand.

- Printed on paper, metallized paper or synthetic materials.
- Requires the application of glue or adhesive prior to application to the surface of the container.

## Shrink Sleeve Labels

Using shape and color, full body labels provide 360 degree, wrap around coverage for packaging, beverage, and plastic bottle applications.

- Shrinks to the contour of any container.
- Can provide tamper evedency.
- Clear or white films.

## In-Mold Labels

In-mold labeling (IML) for injection molded or blow molded plastic containers are an increasingly popular packaging option and available at Hammer.

- IML is a process for labeling or decorating a plastic part or bottle panel while the object is being formed in the mold.
- Environmentally sound, reusable and recyclable, in-mold labeling is resistant to heat, scratches and peeling.

## Pressure Sensitive

Roll-fed water-based and UV flexographic printing on a wide variety of paper and film substrates.

- In-line rotary silkscreen on clear materials for "no-label" look.
- Multiple finishing and die-cutting options such as embossing and hot stamping to create the look you want.

## Premium Packets

Hammer Packaging is the leading producer of premium packets for the horticultural, health and beauty, and fragrance markets.

- Proud member of the Floramedia Group, worldwide leading provider of communication products and services for the horticultural market.
- Hammer customers and partners enjoy access to over 70,000 images.

## Box Wraps

Hammer prints on a wide variety of papers, boards and synthetics for producing high-end graphics.

- Games and puzzles, box wraps and large format point of purchase materials.
- Key element in reaching retail consumers when they are about to make a buying decision.

## Hang Tags

Increase the visibility of your product with hang tags that can be used for many different packaging needs.

- Can be produced in many popular sizes or Hammer can produce custom sizes to fit your specific product.
- Differentiate your product on the shelf to extend your marketing message, promote other products and offer incentives and coupons.

## Value Added Services

**ServiceNET Team.** Hammer specialists use their expertise to track your company's orders and manage your print inventory. This improves your operational efficiencies while freeing up staff to focus on your company's core competencies.

**Vendor Managed Ordering/Inventory.** By absorbing the responsibility of planning orders we help our Customers reduce inventories, increase speed-to-market and operate in a true JIT environment. The programs are accomplished by working with our Customers and their data to create a custom program that meets 100% of their needs.

**Innovation.** Our dedicated R&D Team provides technical assistance to customers. The Team also carries out product development relating to substrates, inks, coatings, printing techniques and application methods.

**Digital workflow.** Hammer's printing professionals will help you develop effective digital workflows to meet your specific needs, from remote proofing and file transfers to full digital direct-to-plate technology. Of course, these workflows also produce consistent results of the highest quality.

**Customized Print Training.** Hammer has partnered with Rochester Institute of Technology to develop and share leadership in print technology and innovation. Hammer's proximity to the globally recognized School of Print Media has facilitated an educational exchange program with customized print training and instruction for both Hammer associates and customers.

