

4over

VOLUME IV

THE PRINT PRESS

25th ANNIVERSARY EDITION

SPRING/SUMMER ISSUE



4over 25 Years Strong of Elevating Print



A trusted source for print and fulfillment since 2001

Backed by 25 years of expertise, 4over empowers printers, resellers, and franchises with innovative trade print solutions that drive growth. Our commitment: to help you deliver print that performs in every market.

The Portfolio

- + Marketing Essentials
- + Large Format
- + Premium
- + Direct Mail
- + Packaging
- + Custom & Commercial
- + Promotional Items

Backed by 4over

- + Trade-Only
- + Built to Cross-Sell & Upsell
- + Nationwide Production & Fulfillment

4over.com | Connect With Us!



Learn More



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Bring the Fun Outdoors— Powered by Print

Ready to take your outdoor gatherings to the next level? 4over has the print essentials to transform any space into a family-friendly, event-ready setup—from table covers and playful decals to napkins, beach balls, and vibrant event tents. Create fun, inviting spaces that bring people together with print that performs.

Now it's your turn! Snap a photo and show us how you'd use an event tent in your own backyard for a chance to win one.

**Every participant scores 20% off event tents in Q3!
Email entries to marketing@4over.com**



Open to 4over customers in the U.S. only. Entries must be submitted by email to marketing@4over.com by September 15, 2026. Limit one entry per customer account. By entering, you grant 4over permission to use your photo in marketing materials. One winner will receive an event tent selected by 4over. Offer valid for 20% off event tents through Q3 2026. Discount cannot be combined with other promotions. The winner will be announced by September 30, 2026.



12 Months of Sales Potential

Plan ahead. Sell more.

Maximize every season with **4over's 2026 Print + Promo Calendar**—your shortcut to monthly sales ideas, trending products, and strategies to boost growth year-round.



Elevating Print for What's Next



Dear Valued Customer,

As we move into the spring and summer months, one thing is clear: print continues to prove its value in powerful, practical, and measurable ways. At 4over, the first half of this year is about building momentum by investing in what matters most to our customers and helping you capture every opportunity print delivers.

This year marks an important chapter as we celebrate 25 years in the industry and step forward with a refreshed brand anchored by our promise, Elevating Print. That promise is not about change for the sake of change. It is about sharpening our focus on performance, partnership, and helping you win in a competitive marketplace.

Print plays a role in more moments than ever before. It is how brands show up at events, how products stand out on shelves, and how

businesses connect in meaningful, tangible ways. That belief fuels our Print in Every Moment campaign and guides everything we are shaping in the months ahead.

Our focus this year is on expanding capabilities that help you grow. We continue to invest in technology, operations, and product innovation to stay ahead of demand. From new vertical opportunities to an expanded portfolio designed for cross-selling and margin growth, our goal is simple: give you more ways to serve your customers and strengthen your business.

Just as important is how we support you. Across our production floors, customer success teams, logistics network, and sales organization, we remain committed to the reliability and service you expect while continuing to raise the bar. Elevating Print means elevating the entire experience, from ordering to delivery.

None of this would be possible without the trust you place in us. Your partnership has shaped who we are and continues to drive where we are going. As we look ahead, we are energized by what is next and excited to help you bring print to life in every moment that matters.

Thank you for being part of our journey and for allowing us to be part of yours.

Warm regards,

Chris Lang,
Chief Executive Officer, 4over



When Election Season Hits, Print Wins

Winning campaigns start with great print



Election season doesn't ease in. It shows up all at once, coffee in hand, asking for everything by Friday.

Suddenly, timelines shrink, budgets unlock, and campaigns that were "just exploring options" now need answers fast. For printers and resellers, it's one of the busiest, most energizing stretches of the year. Slightly chaotic? Absolutely. Boring? Not a chance.

And while digital ads are busy popping up, blinking, and getting skipped in record time, print is out there doing what it has always done best: showing up. In mailboxes. On front doors. Inside campaign offices. At community events. All over town. Print doesn't vanish with a swipe. It hangs around. Sometimes literally taped to a fridge.

For a long time, political print meant a familiar short list: postcards and yard signs. And don't get us wrong, they're still MVPs. But the smartest

campaigns, and the printers behind them, know election season isn't about one hero piece. It's about how everything works together.

Because campaigns don't communicate in just one place. Mail hits the house. Signs take over lawns. Flyers get handed out at events. Stickers end up on water bottles. Business cards pass from volunteer to volunteer. When printers stop thinking in one-off orders and start building campaign-ready bundles, the conversation changes. You're no longer just fulfilling requests. You're helping shape the plan. And that's a much better seat at the table.

That's where Every Door Direct Mail (EDDM) really shines. It's local. It's targeted. It's fast. And it doesn't get lost in a spam folder or buried under a hundred unread emails. Campaigns trust it because it works, and printers who know how to position EDDM as part of a bigger print mix instantly stand out.

Also, let's be honest: EDDM is where creativity sneaks in. Pair a mail drop with matching yard signs, and suddenly the message feels everywhere, in a good way. Add QR codes that connect print to digital for donations, events, and volunteer signups. When it's done right, direct mail doesn't just arrive. It sets the tone.

And then there's the stuff no one talks about, but everyone uses. The "small" print. Business cards. Stickers. Notepads. These pieces may not steal the spotlight, but they travel far and stick around longer than you think. That's exactly why our Beyond the Business Card: Election Season series exists. It explores how business cards can be used in unique, fun, and non-traditional ways while quietly doing some of the hardest work in a campaign.

You should check it out on our social channels. Not following us yet? We'll let that slide for now and save that conversation for another day. Anyway, back to the small stuff.

Canvassers need business cards. Volunteers love stickers. Field offices go through notepads like coffee. These pieces keep campaigns looking organized, prepared, and professional. For printers, they're also the easiest "yes" add-ons you'll sell all season.

As election season ramps up, speed matters. But planning matters just as much. A simple checklist covering mail, signage, event materials, handouts, and last-minute get-out-the-vote needs can turn "we're overwhelmed" into "we've got this." And that's where trust is built.



Which brings us here. It's a very cool time to be a printer, especially a local one. Print stands out in a world full of screens, notifications, and noise. It feels real. And it shows up in moments that matter inside communities. Election season is a reminder that print isn't just relevant. It's relied on.

At 4over, we're here to help you enjoy the campaign trail. With a full political catalog, fast turnarounds, EDDM support, large format signage, promo products, and tools that help you sell smarter (not harder), we're more than a print provider. We're right there with you.

So this election season, don't just print the basics. Print with a plan. Print with confidence. Print like someone who knows this season inside and out.



Ready to gear up for election season?

Reach out to asksales@4over.com and explore the products, tools, and support built to help you grow your business, one campaign at a time.

25 Years of Elevating Print

Backed by the people who make it happen

As we celebrate 25 years of elevating print, we shine a light on the people who power our business. From the press floor to our corporate teams, these are just some of the employees who are the driving force behind our performance, progress, and promise to our customers. Their expertise, teamwork, and dedication have shaped who we are—and continue to define where we're headed.



EDITH BLAS
Customer Chat Agent
19-year employee

What I enjoy most about working at 4over is how we come together when challenges arise. When something goes wrong, it takes collaboration across departments to deliver for our customers—and we make it happen.

Celebrating 25 years is especially meaningful to me, knowing my husband was one of the very first employees. Being part of that journey makes this milestone even more special.



SEVADA KHACHIKIAN
Manager, Procurement
20-year employee

As 4over celebrates 25 years of progress, I'm proud to be part of a company driven by collaboration and continuous improvement. Even working remotely, the teamwork across departments remains strong.

Through opportunities across multiple production roles, I gained hands-on experience that prepared me for my current role as Procurement Manager. I'm especially proud of implementing our first receiving system—creating a process that improved efficiency across teams.



JOE DAVIS
Sr. VP, Operations
5-year employee

The strength of 4over starts in our facilities, where teams show up every day with consistency and pride. Leading operations across our plants gives me a front-row view of the discipline, problem-solving, and commitment that drive our performance.

As we mark this milestone year, I'm reminded of how much we achieve through teamwork and doing things the right way. I'm proud of the progress we've made and confident in the direction we're headed together.



MANDY PURINGTON
VP, eCommerce and Customer Experience
6-year employee

Celebrating 25 years is a meaningful moment for our organization and the work we continue to advance. Leading strategic initiatives has allowed me to collaborate with teams focused on innovation and improving how customers experience our brand.

This milestone reflects the dedication of our employees and the trust of our partners. I'm proud of what we've achieved and energized by the opportunities ahead as we continue to modernize and grow.

ESMERALDA CERVANTES
Processing File Technician
18-year employee

Even after 18 years at 4over, I'm still learning something new every day. Reaching our 25-year milestone is a reminder of how much we've accomplished together—and I'm proud to have been part of that journey.



CLAIRE AMBROSIO
Chief Legal Counsel
8-year employee

Our 25-year milestone reflects the strength and integrity of this organization. I've had the privilege of supporting teams committed to doing things the right way and upholding the standards that allow 4over to grow with confidence.



STEVEN PASSANTINO
VP, Finance
6-year employee

Congratulations to 4over on 25 years of growth and progress. I'm proud to be part of an organization that plays a vital role in our industry and remains focused on the future. It's an honor to contribute alongside such committed people and dedicated customers.



This anniversary highlights what's possible when people stay aligned, focused, and grounded in shared values.

See how we've grown

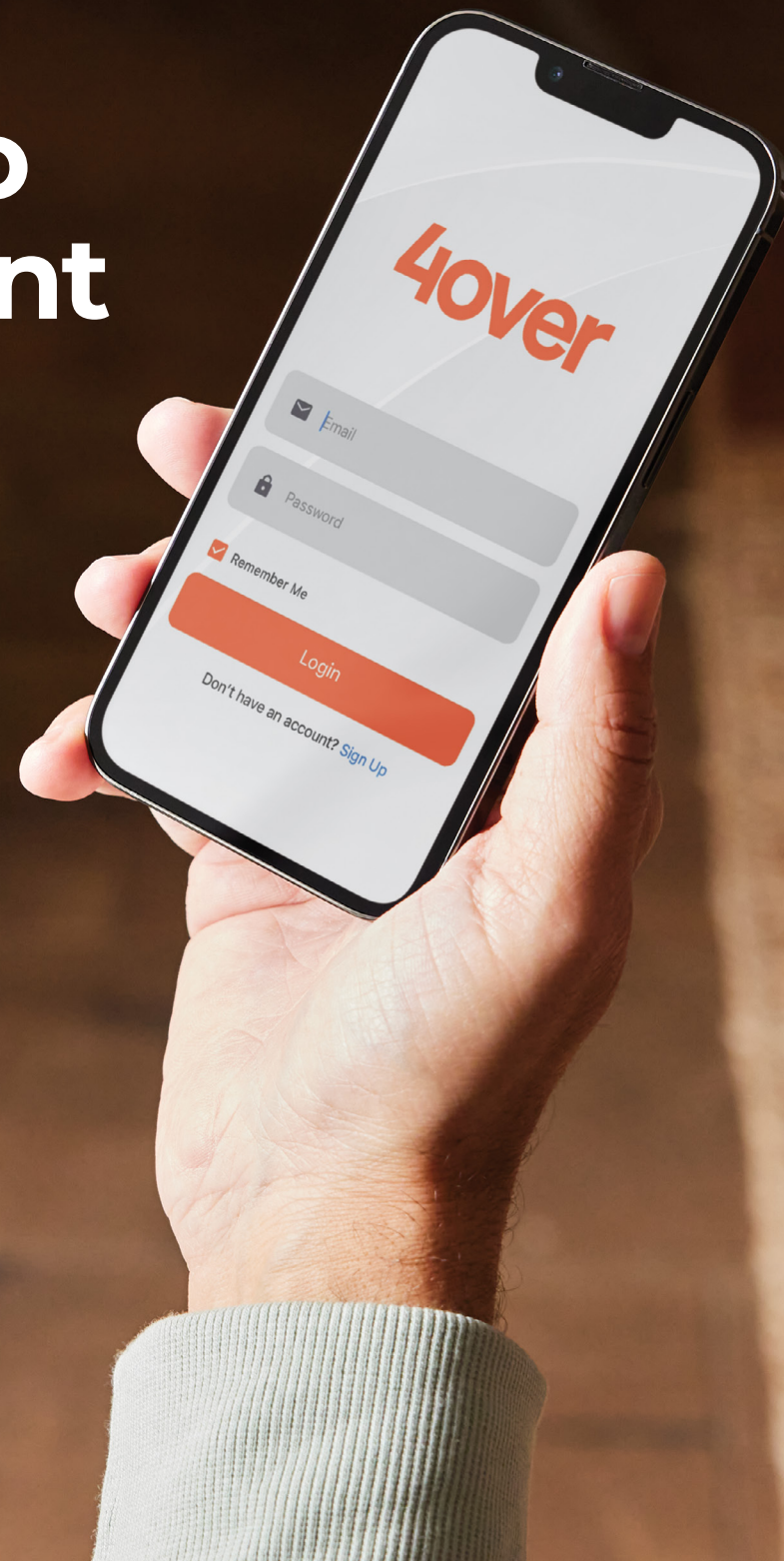


4over

Meet the New Way to Manage Print

Log in with your 4over account

From tracking to pickups, our updated app makes managing print faster, easier, and more efficient—right from your phone.



Print That Fits Every Moment and Market



Purposeful print performs. It drives sales, captures attention, and delivers results. It starts with you. As a print reseller, you help customers stand out by guiding them to solutions built for how and where print shows up across industries and applications.

This guide helps you align print to key markets so you can sell with confidence, recommend with intention, and drive long-term growth.

Let's explore how purposeful print comes to life in the moments that matter most to every market you serve. →



Explore Now



Event-Ready Print

Events move fast, and print keeps pace. From signage to brochures, print drives visibility, flow, and brand impact from setup to send-off.

Driven to Deliver

- Fast turnarounds
- Clear, seamless signage and materials
- Cost-effective, high-quality prints

Backed by 4over

Reliable speed, flexible quantities, and budget-friendly pricing—delivered with the quality and consistency that keep every event on schedule.



Event Tents

Powering Government Services

From public initiatives to political campaigns, clear communication matters. Print keeps messages visible, consistent, and trusted—helping you connect with communities at every level.

Driven to Deliver

- High-impact materials for outreach
- Scalable quantities
- Consistent messaging across campaigns

Backed by 4over

Reliable speed, flexible quantities, and nationwide reach—delivered with the quality and dependability government and campaign teams rely on.



Buttons

Print That Elevates Events



Tear-off cards

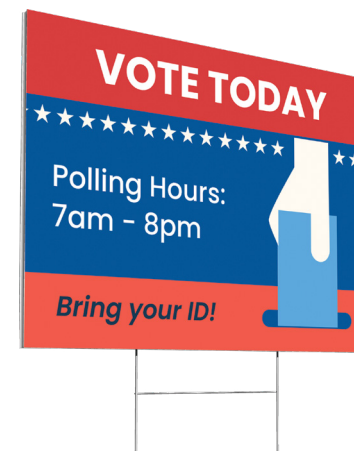


Promo items



Table covers

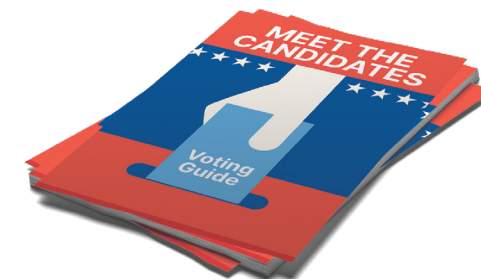
Print That Elevates Government Services



Yard signs



Brochures



Flyers

4over

Own Election Season With Print

Give your customers the winning edge

Stay ahead this campaign cycle with 4over's Political Marketing Hub—your all-in-one source for proven print strategies, ready-to-sell assets, and expert insights that win attention and drive results fast.



4over.com | Connect With Us!



View Now



Drive Automotive Services

Strong first impressions build customer trust. Print boosts visibility, reinforces credibility, and keeps your brand in the driver's seat—from the showroom to the service lane.

Driven to Deliver

- Clear, easy-to-read signage
- Durable, weather-resistant materials
- Affordable options for ongoing use

Backed by 4over

Fast turnaround, flexible quantities, and premium quality—engineered to perform indoors or out, across every level of automotive service.



A-Frames

Print That Elevates Automotive Services



Teardrop flags



Banners



Service menus

Enhance Hospitality & Tourism

Guests remember the details. Print strengthens brand identity and enhances every moment from arrival to departure and everywhere in between.

Driven to Deliver

- High-quality prints that impress
- Durable materials for frequent use
- Flexible quantities for seasonal demand

Backed by 4over

Fast turnaround, premium finishes, versatile stock, and signage—crafted to stand out and elevate every guest experience.



Wall-mounted SEG frames



Hang tags

Refresh Retail

Retail thrives on presentation and precision. Print brings distinction to every detail—spotlighting promotions, pricing, and branded moments that inspire customers and drive sales.

Driven to Deliver

- Seamless updates for changing promotions
- Consistent branding across locations
- High-impact visuals that enhance the experience

Backed by 4over

Fast turnaround, full-service EDDM, and an extensive range of premium print options that keep your brand cohesive, refined, and ready to perform.

Print That Elevates Hospitality & Tourism



Presentation folders



LED frame displays



Catalogs

Print That Elevates Retail



Roll labels



EDDM postcards



Window clings

Amplify Entertainment

From live shows to local attractions, entertainment is all about excitement and visibility. Print amplifies your story—building anticipation, driving ticket sales, and keeping audiences engaged from start to finish.

Driven to Deliver

- Versatile formats for any show or venue
- Rapid turnaround for last-minute events
- Flexible, cost-smart options for frequent promotions

Backed by 4over

Reliable turnaround, high-quality materials, and versatile print formats designed to stand out and keep your brand in the spotlight.



Event Tickets



4over Quality Printing Made Simple

Save time.
Launch faster.
Stand out quicker.

4over ReadyPrint takes the hassle out of printing with pre-configured products built for speed and accuracy.

Choose from five essential products:

- Business Cards
- Postcards
- Banners
- Yard Signs
- Flyers

From selection to checkout, ordering is fast and straightforward.



Print That Elevates Entertainment



Posters



Rack cards



Booklets

4over.com | Connect With Us!



Learn More



