VOLUME V

4over

# THE PRINT PRESS

YOUR GUIDE TO SEASONAL PRINT OPPORTUNITIES

2026 FALL/WINTER ISSUE





















# The Power of Printed Here

A nationwide production network isn't just about producing print closer to your customers—it's about helping you deliver with confidence. With more flexibility, shorter shipping distances, and reliable fulfillment, 4over gives you the support to say "yes" more often, because getting print where it needs to be shouldn't be the hardest part of the job.

Nine production facilities nationwide

Nationwide shipping and distribution

Convenient local pickup options

Shorter shipping distances

Consistent quality across every location




4over.com | Connect With Us!

Learn More

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## Plan for What's Next

Turn seasonal moments into selling opportunities. Our print calendar helps you anticipate what's coming, spark campaign ideas, and keep customers thinking ahead.



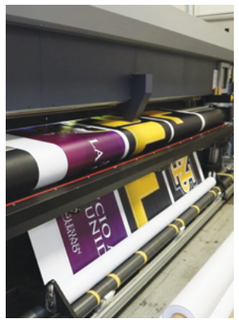




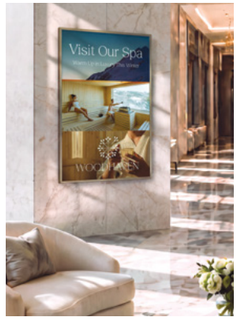

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4over

# Our Business Cards Got a Little Work Done




## New stocks.
## New finishes.
## New designs.
## New shapes.

The refreshed **4over Business Card Collection** features 32 premium combinations that help customers see, feel, and compare the possibilities of print.

Available in 4over Branded or White-Label Versions.

4over.com | Connect With Us!

**Order Your Collection Today**



# Printed Here.

## Powered by People. Connected Nationwide.

There has never been a more exciting time to be in print.

This year, we celebrated 25 years of 4over. It's a milestone that reflects the customers, partners, and employees who've shaped our journey, and the lens we're using to think about where print goes next.

Marketing channels keep evolving, but one thing hasn't—print remains one of the most effective ways to capture attention, build trust, and strengthen customer relationships. At 4over, we believe the future of print is both local and connected.

**That's the idea behind Printed Here.**

With production facilities strategically located across the nation, we help customers stay close to the communities they serve while tapping into the strength of a national network. Local pickup, overnight delivery, or a nationwide campaign, our teams are ready when and where you need them.

But Printed Here means more than geography. It's the expertise, technology, and people behind every project. More than 1,000 people across our nine nationwide facilities work together every day to deliver quality and consistency, connected at every step from the first conversation to the final shipment.

**Our goal is simple:** give you the products, expertise, and support you need to succeed.

Customer expectations keep rising: faster turnaround, more personalization, sustainability, a seamless bridge between print and digital. Print isn't just a finished product anymore. It's part of the customer journey. That's why we keep investing in technology, automation, fulfillment, and print innovation, not just to produce faster, but to combine technology, expertise, and local service into better outcomes.




Whether you're supporting retailers, nonprofits, healthcare organizations, schools, hospitality brands, franchise networks, political campaigns, or local businesses, our goal is simple: give you the products, expertise, and support you need to succeed.

Thank you for your partnership and trust. We look forward to helping you elevate your brand, grow your business, and create meaningful connections through print.

Because wherever your customers are, we're already there.

**Printed Here.**



Chris Lang,
*Chief Executive Officer*
*4over, LLC*



# Local | Where It Counts.

## Connected Everywhere Else.




### What it actually takes to win during the busiest season of the year

The busiest stretch of the year is coming, and it never really eases in. One week, things feel manageable, and the next week every customer account is calling at once. Retail wants signage. Restaurants need menus. Gyms are already thinking about January memberships.

That's usually when the gap shows up between printers and resellers who are scrambling and the ones who aren't. The ones who aren't scrambling aren't just lucky. They've got backup support they can count on. A printer or reseller in one city can run their business like the local shop their customers know, while quietly having a much bigger network behind them the moment volume spikes past what any one facility could handle alone. A printer or reseller who's only got one supplier is betting the whole season on nothing going wrong. But printers and resellers with better preparation and real backup aren't making that bet, and it shows in how steady they stay when everyone else is stretched thin.

What "local" actually means is simple. It's a facility close enough that an order becomes a pickup instead of a wait, saving both time and money when a deadline is already tight. It's a rep who knows an account well enough to catch small things before they become big ones. It's the difference between calling a number and getting someone who already knows the account, not someone starting from scratch. When it's close by, that's the payoff: speed and trust working together.







Steady gets a printer or reseller through the season. It's not what grows the business. Growth comes from knowing everything a customer might need, not just what they've always ordered.

A restaurant that orders menus may also need presentation folders for private events. A gym preparing for January membership season may benefit from membership cards, window graphics, promotional products, and direct mail. A retailer ordering holiday signage may also need hang tags, labels, packaging, and marketing collateral. None of that is a separate sale. It's the same conversation, just wider.

The businesses that come out of a busy season bigger than they went in are the ones that use it to widen what they sell, not just fill the orders they already have. Showing up with ideas before a customer asks for them does more than service an account. It helps a customer solve a problem they hadn't gotten to yet.

Underneath every order is a business trying to reach its own customer. A retailer isn't buying signage. They're trying to bring shoppers through the door. A gym isn't buying postcards. They're trying to fill memberships before the new year. The printer or reseller who understands that isn't just fulfilling orders anymore. They're becoming a trusted partner in their customer's growth.

That's the real advantage this season rewards. Steady enough to never miss a deadline. Sharp enough to sell more than what's always been ordered. Ready ahead of the season, not behind it, so the only thing left to figure out is how much bigger this season gets to be.

**Local where it counts. Connected everywhere else. That's not a slogan. That's what wins the season.**

## Ready to make this your biggest season yet?

Reach out to **asksales@4over.com** and put a local partner with national reach to work for your busiest season yet.

# Expand What Is Possible

The equipment behind great print matters—only because of what it makes possible for your business.

We continue to invest in advanced production technologies that expand capabilities, improve consistency, increase efficiency, and bring new possibilities to print. For our reseller partners, those investments mean more solutions to offer, more customer needs you can meet, and more opportunities to confidently say, **“YES, WE CAN DO THAT.”**

25 years ago, we started with just a small print shop. Today, we’re proud to be a print powerhouse serving thousands of customers nationwide.

**SEE THE WHOLE STORY**



HP Indigo 18K



Scodix

## 50+ Finishing Options

Coatings, laminates, folds, and specialty effects that open up more possibilities.



Komori 540 UV

## 90+ Presses

A nationwide production platform built to handle diverse print needs.



Saber 95 Cutter

## 4 Million Projects Annually

Proven production capacity at significant scale.



Inca Printer

## 1M+ Active SKUs

An expansive range of standard and customized product configurations.

## 80+ Stocks

More choices across paper, substrates, and applications.


Durst Roll Printer



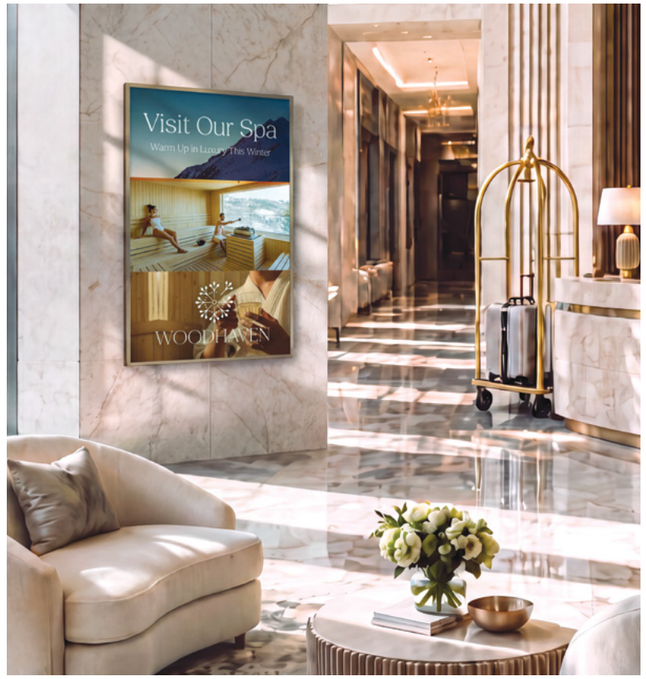

# More Ways to Say Yes

## Helping You Cross-Sell, Upsell, and Grow







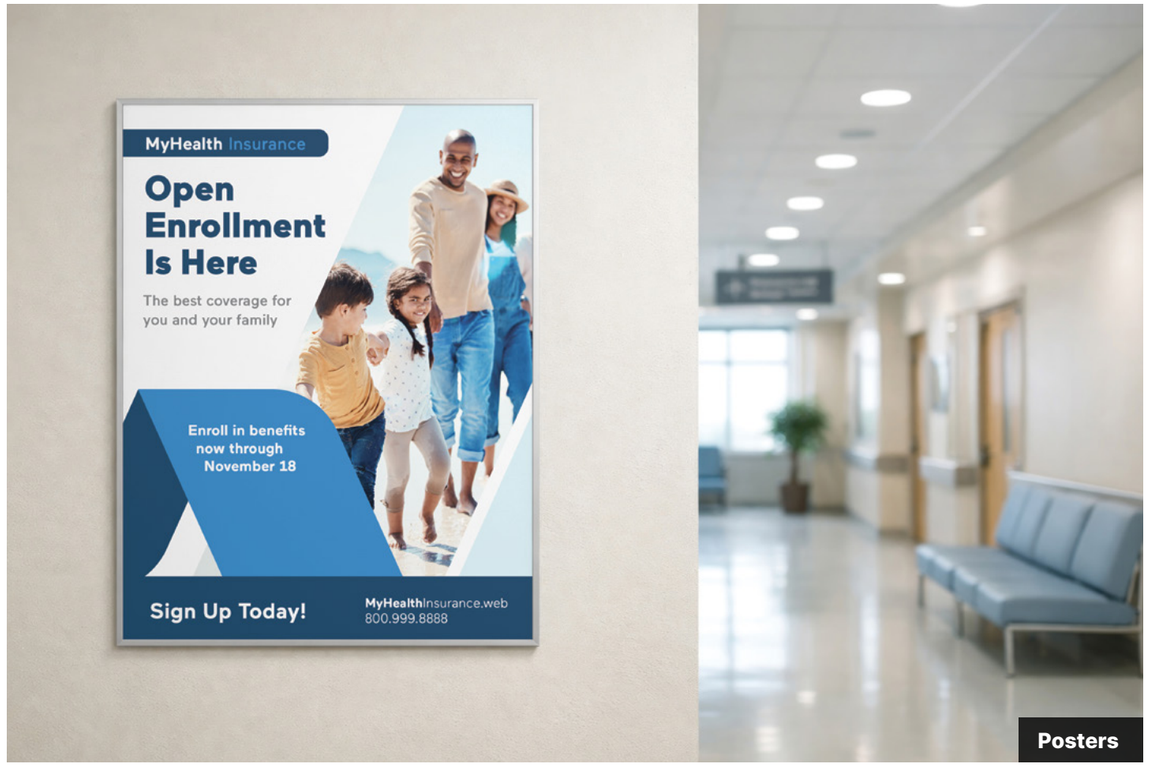



Your customers need more than a single product. They need solutions that help their businesses grow. When you offer the right mix of print, signage, packaging, and promotional products, you become a more valuable partner.

Backed by one of the industry's largest product portfolios, you can uncover new opportunities, increase revenue per customer, and say "yes" to more projects.

**Discover new ways to grow across the markets you serve. →**

# A Healthy Opportunity to Sell More




From local hospitals to regional health plans, organizations rely on print to support open enrollment. That means recurring opportunities to reach members, simplify enrollment, and grow the value of every order.

## Print That Elevates Open Enrollment



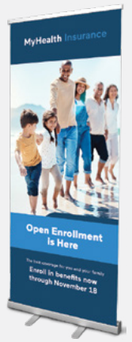

Stress ball




Catalogs




Folders




Retractable Banner

# Capture Attention All Winter Long

Winter is one of retail's busiest selling seasons, where eye-catching promotions and memorable in-store experiences drive results. From attracting shoppers to encouraging repeat visits, professionally printed marketing materials help retailers stand out when every sale counts.




## Print That Drives Seasonal Sales




Counter Cards




Hangtags




Window Clings

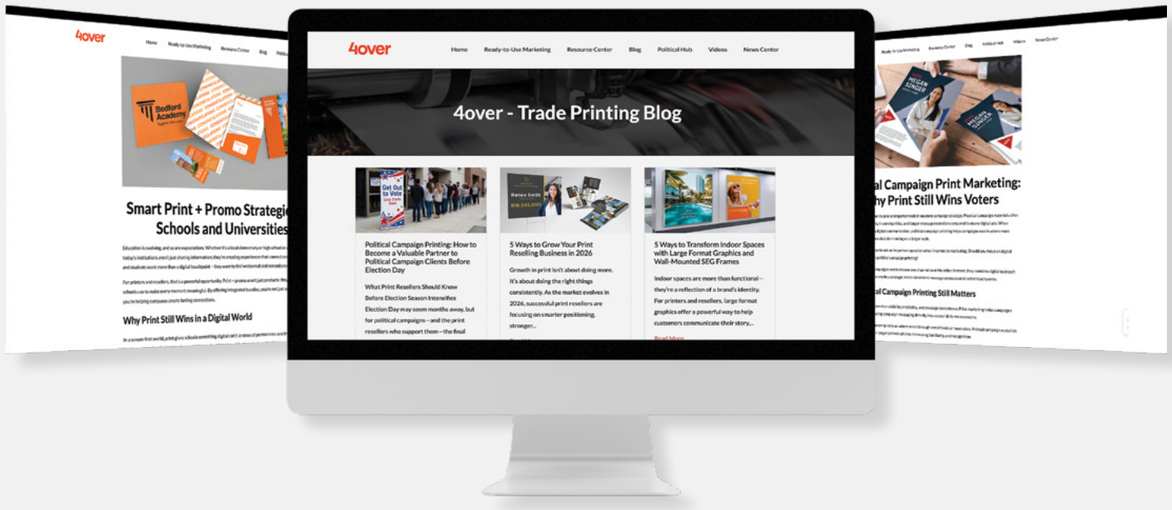



A-frames

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# Insights That Help You Sell Smarter

Great print partners do more than deliver exceptional products—they bring ideas to every conversation. The 4over Blog is your source for industry trends, marketing inspiration, product insights, and practical sales tips to help you stay informed and uncover new opportunities throughout the year.




## WHAT YOU'LL DISCOVER

- Industry Trends
- Sales & Marketing Tips
- Product Spotlights
- Seasonal Inspiration
- Expert Insights

**Stay Inspired. Stay Informed.**

Visit the 4over Blog each month for fresh ideas, practical advice, and inspiration to help grow your business.

# Make Every Stay Memorable




From local restaurants to hotels and event venues, hospitality businesses rely on print to create great guest experiences. That means ongoing opportunities to promote seasonal offerings, special events, and services that keep customers coming back.

## Print That Welcomes Every Guest




Tote Bags




Rack Cards



Notepads




Door Hangers

# A Fresh Start for Every Brand

The new year is a natural time for businesses to refresh their image. Help customers update everything from business cards to sales materials while becoming their go-to partner for every brand refresh.




Outdoor Banner

## Print That Reinforces a Customer's Brand




Appointment Cards




Brochures




Mug




Calendars

# Turn New Year's Goals into New Memberships




Double-Sided Retractable Banner

The new year brings a surge of consumers focused on health and wellness. Help fitness businesses turn that momentum into memberships with print that attracts, engages, and retains members.

## Print That Inspires Action




EDDM Postcards




Coro Signs




Water Bottles




Tear-Off Flyers

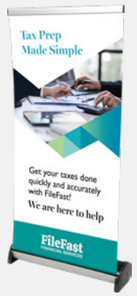
# Build Confidence This Tax Season

Tax season is a busy time for accountants, tax preparers, and financial advisors. When deadlines are tight and details matter, they rely on print to keep clients informed and organized, from first outreach to completed returns.



Car Magnets

## Print That Earns Trust



Tabletop Displays



Pens



NCR Forms



Flags



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# Turns Out, Print Still Feels Better in Person

Good thing we put it all in one box.

The **4over Materials Collection** puts today's most popular print solutions at your fingertips.

- Paper Stocks
- Specialty Solutions
- Large Format Materials

**Compare options.**
**Spark ideas.**
**Recommend with confidence.**

$100




Because the best print decisions aren't just seen, they're experienced. **Where Great Print Begins.**

**Order Your Collection Today**

# Print Is Local.
# Opportunity Is Everywhere.

Wherever your customers are headed next,
we're here to help you get there.

**4over.com**

4over
Elevating Print

4over proudly uses Smurfit Westrock

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