

in partnership with

Clarks

ML&DP essentialguides

# case study & testimonial...

In 1996 we successfully tendered for the print and production of a range of point-of-sale marketing materials for Clarks – the world's number one name in 'Everyday Footwear'. Our ability to handle their unique requirements and meet the standards they demand was the beginning of a relationship that continues to this day. Working with them, as well as for them and providing consistently reliable service, support and advice, means Maslands is now Clarks' main B2 litho print supplier.

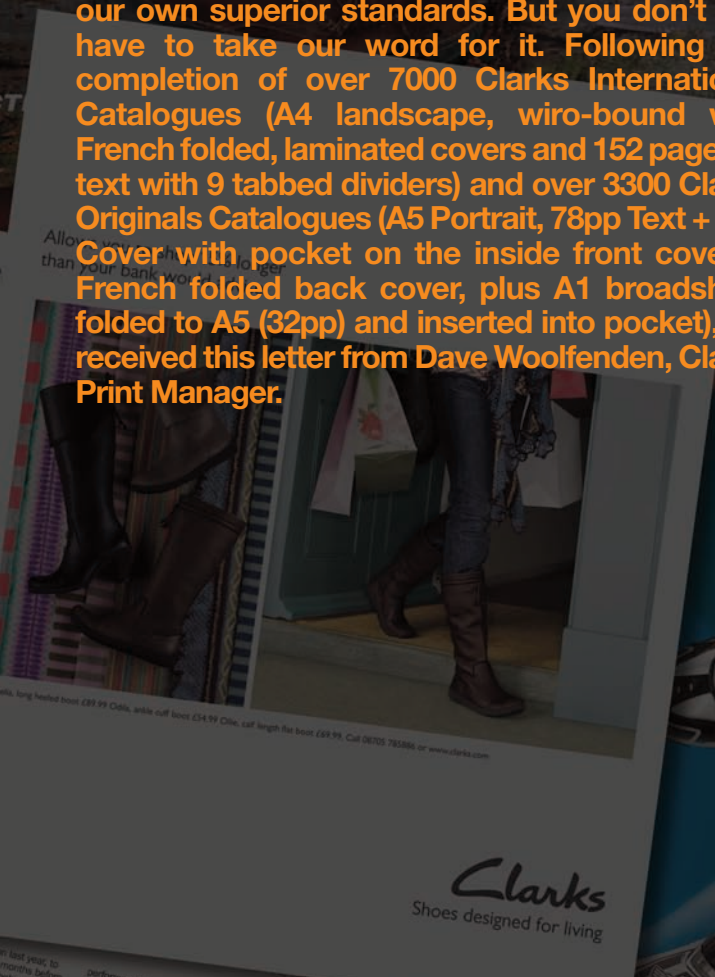
Biker Boots  
Inspired by the

The high expectations set by Clarks are met by our own superior standards. But you don't just have to take our word for it. Following the completion of over 7000 Clarks International Catalogues (A4 landscape, wiro-bound with French folded, laminated covers and 152 pages of text with 9 tabbed dividers) and over 3300 Clarks Originals Catalogues (A5 Portrait, 78pp Text + 4pp Cover with pocket on the inside front cover & French folded back cover, plus A1 broadsheet folded to A5 (32pp) and inserted into pocket), we received this letter from Dave Woolfenden, Clarks Print Manager.

“...we received the conference copies on time yesterday and everyone here is delighted with the result.

I know we've been extremely demanding on your team this year and this has impacted on nearly everyone at Maslands.

I'm extremely grateful for your personal commitment and the time you have expended on our behalf. I'd also like to thank Andrew Jackson for rescheduling, Michael for retouching and amending on the hoof and Matt, Sean, Simon and Mike for working so hard

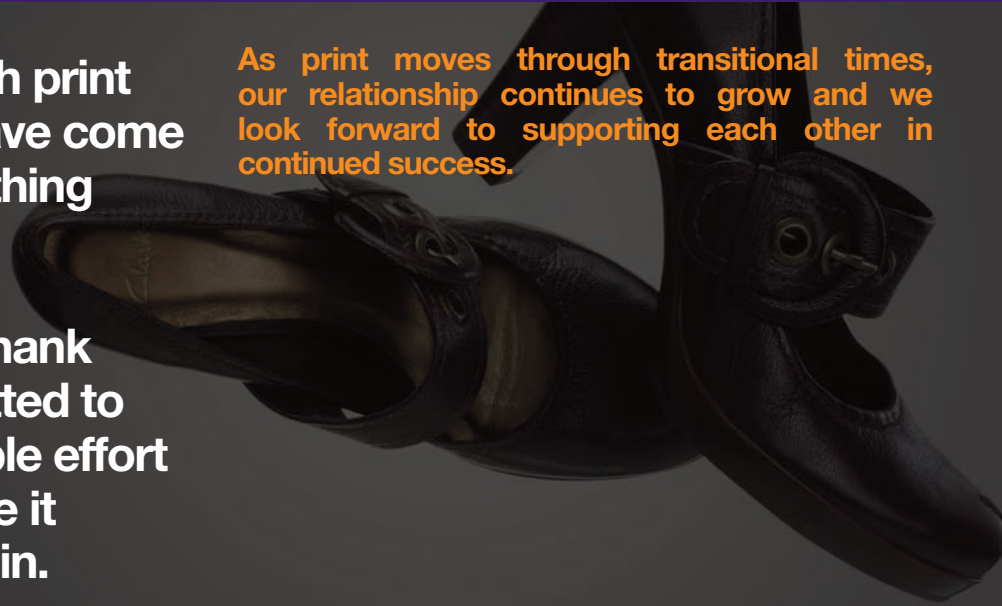


and maintaining the high print quality standards we have come to associate with everything Maslands do.

And please be sure to thank anyone I may have omitted to mention for the incredible effort they have put in to make it happen for us once again.

You said last week that you were proud of your company. I think you have every right to be proud. You certainly provide a first class service to Clarks for which I am eternally grateful. A great big thank you Maslands! ””

As print moves through transitional times, our relationship continues to grow and we look forward to supporting each other in continued success.



# MASLANDS

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