



**GFP** offers a complete range of integrated services. Top-quality digital and offset printing and also industrial photography, graphics layout design, ebook publishing and logistics. We work in close collaboration with a number of companies, advertising agencies and studios.

Our headquarters – designed by famous architect Gino Valle – is located south of the city of Pordenone in north-east Italy, and covers a total of 6,000 m<sup>2</sup>.

Our team includes around fifty professional experts – photographers, graphic designers, and print technicians – all highly specialized and trained in the latest techniques, and assuring reliability, delivery on time and at the agreed cost, confidentiality. In a word: quality.

With more than 40 years' experience, **GFP** is the ideal partner for companies requiring a service that is innovative, reliable and of excellent quality.

### **OFFSET PRINTING**

**GFP** has the concept of customer service as mission critical.

This excellence is made possible, as regards **offset printing**, by our use of the latest technology: **GFP** was the first company to adopt the CTP (computer-to-plate) system, which is now used by many print companies. Machines with four colours, five colours and five colours with in-line UV coating enable us to offer special finishes to meet the latest market trends.

We also provide an outsourcing service including a **reserved area** of the **GFP** information system for the handling of orders, for the printed material warehouse and for your clients' management documents.

### **DIGITAL PRINTING**

**GFP** has, for forty years, supplied printed material for companies, advertising agencies and graphics studios. **Client companies require high-quality printing services which must be both rapid and reasonably priced.**

Over the past few years, the demand for low-cost printing has escalated rapidly, and very often the focus has been on cost reduction rather than quality. But this is no longer the case: thanks to the use of the latest equipment and machinery, **GFP** now offers digital printing of excellent quality which is almost identical to offset printing. And delivery times are shorter than ever – just days, and in many cases hours. All at highly competitive costs.

#### **GFP offers the flexibility of colour or B&W digital printing**

Digital printing offers several advantages:

- front-and-back printing in a single passage
- maxi format (up to 57x36 cm)
- a wide range of supports: paper up to 300 grammes, polyester, adhesives
- square-spine binding for up to 200 sheets
- a high level of customization of the message, with variable data both within the text and in the images, on each single copy



### ➤ Variable-Data Printing (VDP)

We can assist you in creating a highly-effective customized vehicle for mass communication.

Variable-Data Printing is an innovative service which is generally used for colour and black and white digital printing. "Variable Data" means that you can combine the data stored in a database with a custom-designed printed document. In this way, our clients can send out a personalized message to each individual customer.

This method is without doubt far more effective than a standard printed document; those who receive the customized message will, in all probability, at least read it. The results achieved using one-to-one communication are significantly better than those of a standard message.

The variable-data method is especially effective for invitations to events, tourist brochures, targeted ad campaigns, direct mailings, promotional cards, specialist brochures, fidelity cards, business cards and exclusive promotions.

### PHOTOGRAPHY

Of the various integrated services offered by **GFP**, photography is at the heart of the finished product and is therefore of strategic importance.

We operate five photo shooting studios (three with continuous backdrops), where our photographers and stage technicians – all highly experienced and creative – are experts in the phases which follow the actual shoot: conversion of the files, pre-printing, photolithography, printing. This method of working within a single, integrated system allows our photographers to produce not just high-quality images, but images that are technically and aesthetically perfect.

Not merely creativity, therefore, but *focused* creativity.

Where times and costs are always carefully scheduled and calculated.

Creativity and know-how dedicated to a wide range of sectors and services: from the furniture industry to the environment, from corporate photo reporting to reproductions of art works, from food & drink to fashion, mechanical engineering, furnishing accessories, tourism, boating, home automation and services.

**GFP's** shooting studios are organized with the greatest efficiency, and are used for still-life shoots of a wide range of objects and settings.

Flexible organization of our human resources, the technical structures and the shooting studios brings a number of interesting advantages:

- freelance art buyers and photographers as necessary to supplement our in-house team
- preparation of large-scale settings – even an entire apartment where required
- shooting from above and at 360°
- exterior and location photo shoots using highly-specialized personnel, special equipment and with carefully-planned scheduling
- basic material – flooring, wall panels, ceilings – readily available in our warehouse
- complete and fully-equipped in-house carpentry

### PHOTOREALISTIC RENDERING

**GFP** has, for forty years, supplied printed material for companies, advertising agencies and graphics studios. The company is structured with four internal divisions: photography, pre-printing with graphics service, offset and digital printing and logistics.

### Presenting a product that does not yet exist

**3D digital images** are the ideal solution, and can in many cases create a great emotional impact.

The drawings of a product are sufficient to produce spectacular results, especially when placed in settings that augment the visual effect of the presentation – and all in high definition and superlative quality. An effective sales tool which is often better than the real thing: **the best possible form of communication, even when the product itself does not yet exist.**

**Virtual 3D photography offers a number of real advantages:**

- total flexibility in choosing the "photographic" viewing angle
- rapidity in adapting the product to be presented using special solutions or "prototype" ideas
- a wide range of supports: paper up to 300 grammes, polyester, adhesives
- creation of special settings that are not normally accessible
- optimization of the image and definition of the resolution in DPI to suit the requirements for the final product

Virtual 3D images are used not only for rapid previews, but also for definitive presentations of superb quality. Ideal for private companies, contract operators and public tenders, in web or video form.

**Visit our 3D photorealistic rendering site: <http://www.fotografia3d.net>.**

**PHOTOLITHOGRAPHY AND PRE-PRINTING WITH GRAPHICS SERVICES**

With the adoption of European quality standards (all colour tests are certified to Gmg Color ISO Fogra39) and the extensive experience of our photolithographers we can provide the assurance that all files will be of excellent quality at every stage of the production process, and that the final print will be superlative.

Working jointly with other specialist companies, advertising agencies and graphics studios, over the last forty years **GFP** has created and consolidated a reputation for its ability to provide its clients with solutions tailor-made to their specific requirements.

**LOGISTICS AND DISTRIBUTION**

With its system of **Logistics and distribution**, **GFP** is in a position to manage every aspect in the production of the client's printed material, thanks to web-based control systems and automatic processes for handling and distribution.

The main objectives underlying our service include planning, implementation and control, in order to ensure that your material and the relative information are handled and stored efficiently and effectively, thus meeting your company's marketing and communication requirements to perfection.

Our logistic division can provide your company with a full range of services:

- distribution of your sales catalogues to your retail outlets all over the world
- despatch of single catalogues to your clients who have entered a request on your website, and preparation of a custom-designed package with an individual letter of presentation
- preparation of specific mailing campaigns for promotional events, conferences, trade exhibitions
- preparation of kits with manuals and the relative information for specific product and production lines, ready for packaging with your finished product
- insertion into envelopes and despatch of documents – fiscal, administrative, legal etc. – with digital storage of the document
- preparation of marketing/promotional kits as specified by the client and despatch on the client's behalf

**GFP** Logistics can also despatch your printed material taking advantage of our special agreements with most leading international express courier services or, if preferred, subject to the terms of your agreement with the shipper. In either case, if requested we can guarantee the traceability of the shipment and reporting of any problems in delivery as well as the handling of returns.



### **INNOVATION AND MODERN SERVICES**

**GFP** operates a state-of-the-art data processing centre. With more than 12 servers, the centre is able to handle the company's entire process and to meet the needs of our clients 24 hours per day, seven days per week. Clients can interact with **GFP's** IT team, using Internet as the means of communication (VOIP, file managers, chat, web, proofing, remote PDF control, videoconferencing).

The services offered by **GFP** in "software as service" mode range from **Digital Asset Management** to **Remote Web Proofing**, with the integration of other essential services such as high-speed transmission and reception of files (currently two HDSL lines operating at 8 Mbps).

The security of the data is assured by the strictest systems of control, which are constantly monitored and updated. Year after year, **GFP** invests in the latest technology in order to work side by side with our clients - companies, advertising agencies and graphics studios – always offering all that the latest hi-tech can offer.

**GFP's** highly innovative approach has also led the company to invest significantly in order to utilize the resources offered by the Telecom Italia Data Center in Padua, which gives our web services a truly excellent and unique level of reliability, availability and scalability.

### **WEB SERVICES**

**GFP** boasts extensive experience in the development of web sites and corporate sites based on CMS (Content Management System). This enables us to supply innovative and effective solutions to meet the target requirements of every type of client. An internet site is the perfect digital alter ego for printed catalogues, and is today the most effective way of bringing your company to the attention of the entire world.

### **TABLET APPS**

**GFP** boasts extensive experience in the development of web sites and corporate sites based on CMS (Content Management System). This enables us to supply innovative and effective solutions to meet the target requirements of every type of client. An internet site is the perfect digital alter ego for printed catalogues, and is today the most effective way of bringing your company to the attention of the entire world.