



How to Build a Sustainable & Repeatable Print Business (Across Multiple Locations)

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National Accounts Overview - Value Proposition

Scalable and Technical B2B Branding & Marketing Platform

- **Centralized Branding Platform:** Customers access customized marketing assets to ensure consistency in local advertising.
- **Flexible Asset Customization:** Edit existing assets or request new designs for tailored branding needs.
- **Nationwide Print & Installation:** Print locally at any of 250+ AlphaGraphics locations with scheduled installation support.
- **Marketing Fund Management:** Seamlessly manage marketing funds at national and local levels.

Target Audience: Designed for multi-location enterprise franchises and emerging brick-and-mortar businesses.



Sustainability in the Printing Industry

Understanding the Paper Supply Chain for Environmental Impact



Environmental footprint of printing

The printing sector is a significant consumer of natural resources, with paper production alone accounting for 26% of solid waste in landfills and high carbon emissions.



Supply chain transparency

Tracing paper sources helps identify unsustainable logging practices and supports certified suppliers like FSC and PEFC to ensure responsible forestry.



Consumer influence

Educated customers can drive demand for eco-friendly options, influencing printers to adopt sustainable paper and production practices.

Centers of Print Excellence

Where Ideas Become Tangible, From Business Cards to Banners & Beyond



Franchise Power

Certified AlphaGraphics Centers are production hubs, executing web-to-print jobs locally with precision and consistency.



Streamlined Workflow

Jobs flow from Adobe Express through agOnline and are routed by location, type, or customer delivery preference.



Customer Relationship Loop

Centers gain valuable leads and build long-term customer relationships from each National E-commerce order.



Cutsheet Essentials

Business cards, brochures, flyers, and certificates form the bedrock of professional print—delivered with premium quality.



Large Format Impact

Posters, yard signs, banners, and decals bring brands to life in bold, physical spaces.



Promotional Product Variety

From mugs to hoodies to tote bags, the platform offers creative, personalized merchandise for every need.

Audience Considerations

Understanding Customer Needs & Logistics

- **Shipping Logistics:** Not all AlphaGraphics locations are within driving distance—shipping is required.
- **Platform Integration:** Some brands may already have asset management systems, requiring flexibility.
- **Tailored Messaging:** Different audience segments require customized communication strategies.



Differences Between AlphaGraphics Locations

Understanding Baseline and Growth Capabilities

- **Baseline Franchise Capabilities:** All AlphaGraphics centers are mandated to provide core services including printing, signage, and marketing essentials, forming the uniform baseline product offering.
- **Location-Specific Enhancements:** Individual centers may invest in advanced tech and staff to offer high-margin services such as large-format printing, web design, and custom marketing solutions.
- **Market-Driven Variability:** Geographic and demographic factors influence which services are emphasized; urban areas may focus more on digital marketing while rural sites lean towards traditional print.



Leverage your Certified Center Qualification

01

Reduced Labor
Touches

Production Workflow
Efficiency

02

03

Improved
Productivity

The idea behind the Certified Center Program should stand on its own. There are costs involved—both technical investments and time/labor—to maintain quality and consistency.

A national program that encourages these practices should be seen as a bonus, not the primary motivator.

The real focus should be on upholding a standard for your customers, ensuring their satisfaction, and ultimately driving repeat business.

Team grading mechanism.

alphagraphics | Portal Account Logout

Search

My Center (Profile Admin) Resources Tools ASC Only **SUPPORT**

AG CERTIFIED CENTER SCORING CUTSHEET

Product	Category	Criteria	Tolerance	Pass?	Notes (Fail Only)	Weight	Points	
Cutsheet (Total Points: 0)								
1 Business Cards	1.1	Size	Is the product 3.5" x 2"?	+ 1/8"	<input type="checkbox"/>	<input type="text"/>	1	0
	1.2	Layout	Is it printed 1/2?"		<input type="checkbox"/>	<input type="text"/>	1	0
	1.3	Substrate	Is it on 100# Uncoated Cover?		<input type="checkbox"/>	<input type="text"/>	1	0
	1.4	Cut	Does the product have a 1/8" solid color border?	+ 1/16"	<input type="checkbox"/>	<input type="text"/>	1	0
	1.5	Registration	Place the card up to the light, do the back-up registrations line up?	+ 1/16"	<input type="checkbox"/>	<input type="text"/>	2	0
	1.6	Finishing	No scratches or nicks larger than 1/8"	+ 1/16"	<input type="checkbox"/>	<input type="text"/>	1	0
	1.7	Shipping	Is it packed in a business card box?		<input type="checkbox"/>	<input type="text"/>	1	0
2 Postcards	2.1	Size	Is the product 6" x 4"?	+ 1/8"	<input type="checkbox"/>	<input type="text"/>	1	0
	2.2	Layout	Is it printed 1/2?"		<input type="checkbox"/>	<input type="text"/>	1	0
	2.3	Substrate	Is it on 100# Uncoated Cover?		<input type="checkbox"/>	<input type="text"/>	1	0
	2.4	Cut	Does the product have a 1/8" white border?	+ 1/16"	<input type="checkbox"/>	<input type="text"/>	1	0
	2.5	Registration	Place the card up to the light, do the back-up registrations line up?	+ 1/16"	<input type="checkbox"/>	<input type="text"/>	2	0
	2.6	Finishing	No scratches or nicks larger than 1/8"	+ 1/16"	<input type="checkbox"/>	<input type="text"/>	1	0
	2.7	Print Quality	No dither or color banding visible from 12"	+ 1 MP	<input type="checkbox"/>	<input type="text"/>	1	0
3 3x5 Post	3.1	Size	Is the actual product 3.5" x 5.0"?	+ 1/8"	<input type="checkbox"/>	<input type="text"/>	1	0

Results and status repository

The screenshot shows a web portal for alphaGraphics. On the left is a navigation sidebar with links for 'My Center (Profile Admin)', 'Resources', 'Tools', 'ASC Help', and a red 'SUPPORT' button. The main content area features the alphaGraphics logo and the text 'Certified Center' and 'eComm Certified Center Report'. Below this is a form with fields for 'Center Number', 'Address', 'State', 'Owner Name', 'City', and 'Zip'. The report content is organized into sections: 'Learn Course #1' (Completed 02/06/2024), 'Q01-in Agreement' (Completed 02/06/2024), 'Tech Setup' (Completed 02/19/2024), 'Dev Access' (Not started), 'Production Access' (Not started), 'CutSheet Results' (Passed 11/09/2023, Passed 11/07/2023), 'Wide Format Results', and 'CutSheet Color Results' (a list of 17 passed dates from 02/24/2025 to 10/17/2024).

Custom Order Routing System at AlphaGraphics

Efficient Fulfillment Through Certification and Proximity



- **Automated Location Matching:** System routes orders to the closest AlphaGraphics center based on customer delivery address and capabilities.
- **Certification Unlocks Access:** Centers gain eligibility by completing a certification process that ensures service quality.
- **Backend Integration:** Certified centers are added to the website backend, enabling them to receive routed orders.

Adobe Express + AlphaGraphics

A Fusion of Design Simplicity and Print Excellence

- **Adobe's Massive Reach:** Adobe democratizes design for anyone, anywhere—now supercharged by AlphaGraphics' print execution.
- **Seamless Integration:** Customers use Adobe's intuitive tools within agOnline to create designs directly connected to AlphaGraphics' production system.
- **Empowering the End-User:** This partnership bridges creativity and commerce, letting customers ideate, design, and order—all in one smooth flow.



Certified Color Control

Precision, Consistency, and Professionalism

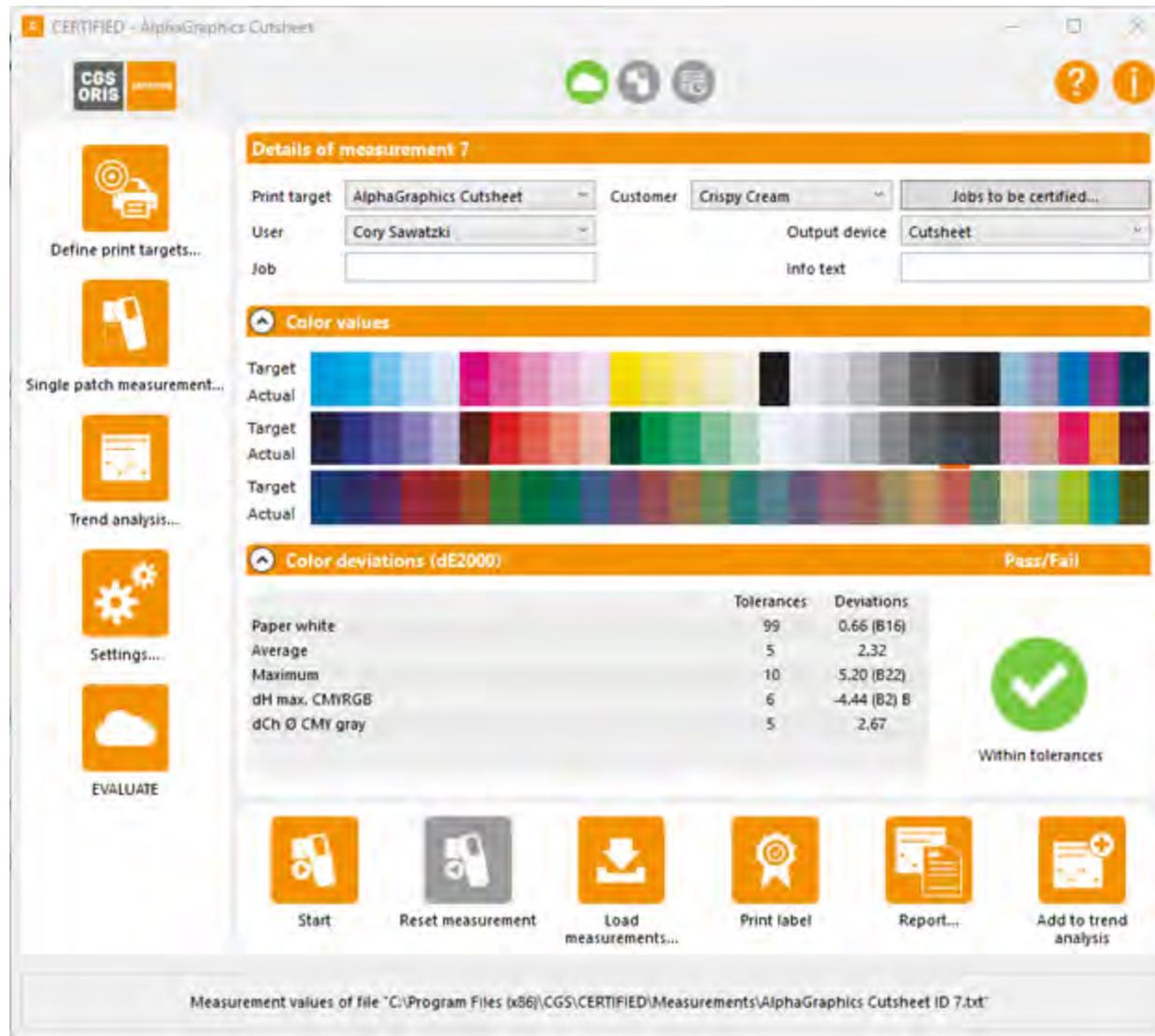
- **Mandatory Certification:** All participating Centers must pass test jobs and color profiling to ensure uniform print quality.
- **Weekly Color Validation:** Centers must run weekly color strip tests using spectrophotometers to maintain standards.
- **Advanced Tools Available:** Color Profiler Suite and X-Rite tools enhance calibration, consistency, and turnaround speed. CGS Certified for validation.



Certified Color Control

CGS - Certified

- **Cutsheet Certification:** We use GRACoL as our standards at different levels.
- **Paper:** As discussed we control paper white by sourcing from known partners, and using standard stocks to keep consistency.
- **Training:** We have recorded training on all the steps for not only certification, but steps for next steps on Failure.



Certified Color Control

Job ID: 1476729
 Printer: Xerox v280
 Job: AlphaGraphics Cutsheet
 Print Target: AlphaGraphics Cutsheet
 Meas. conditions: 2° Observer, Illuminant: D50, Mode: M0, Filter: None
 User ID: RichCloke
 Date / Time: 2/14/2024 3:21:42 PM

Item	Active value	Tolerance	Result
Paper white	1.31	99	OK
Average	2.50	5	OK
Maximum	4.94	10	OK
dH max. CMYRG	5.03	6	OK
dCh @ CMY gray	2.67	5	OK

Score: 73%

Number of Records: 20 | Page 1 of 1 (1 Measurements) | 111

Patch view | List view | Trend | Chart

Color patches

Details of Patch A5: (Cyan=100, Magenta=0, Yellow=0, Black=0, 200x2.77)

Target Color	Actual Color	Axis	Target	Actual	Deviation
L	59	L*	57.35	57.35	-2.64
a	-27	a*	-33.7	-33.7	6.7
b	-50.02	b*	-49.02	-49.02	1
C	62.23	C	59.49	62.23	-2.73
M	223.31	M	225.49	223.31	2.18

CGS ORIS EVALUATE

AlphaGraphics Inc.

- US000
- US004
- US031
- Ricoh Pro C9200
- US037
- Ricoh Pro C7210x
- US046
- Canon v1000
- US054
- US099
- Ricoh 7210
- US103
- US106
- US110
- JV300-160
- Ricoh7210x
- US117
- V4100

Status Report - Job ID: 1476729

Details

User ID: RichCloke
 Date: 2/14/2024 3:31:42 PM
 Printer: Xerox v280
 Meas. device: Eye-One Pro 3 7504554
 Customer: N/A
 Standard: AlphaGraphics Cutsheet
 Meas. conditions: 2° Observer, Illuminant: D50, Mode: M0, Filter: None

Measurement

Parameter	Patch	dE00	Tolerance
Paper white	B16	1.31	99
Average		2.50	5
Maximum	B12	4.94	10
dH max. CMYRG	A6	5.03	6
dCh @ CMY gray		2.67	5

Primaries

Cyan:	A1	2.77
Magenta:	A6	2.65
Yellow:	A11	1.56
Black:	A23	3.03

Color patches

Patch	C	M	Y	K	L*	a*	b*	C	M	Y	K	dE*	dH	dCh	dCh	dCh	dCh	dCh	dCh
A1	100	0	0	0	54.00	47.00	-10.02	53.56	13.70	-49.02	2.84	1.30	1.00	2.11	3.45	2.77	10.00	10.00	10.00
A2	75	0	0	0	64.69	-27.38	-43.05	63.67	-25.33	-30.52	1.02	-2.05	1.53	0.85	2.58	2.24	10.00	10.00	10.00
A3	50	0	0	0	75.14	-18.82	-27.91	73.38	-19.05	-28.32	1.76	-0.43	-0.41	-0.16	0.59	1.32	10.00	10.00	10.00
A4	25	0	0	0	85.11	-7.28	-16.02	83.71	-8.51	-16.42	1.40	-1.12	0.40	-0.82	1.19	1.34	10.00	10.00	10.00
A5	10	0	0	0	90.98	-2.43	-4.86	89.45	-2.61	-4.49	1.51	-0.50	0.00	-0.48	0.50	1.13	10.00	10.00	10.00
A6	0	100	0	0	40.00	75.01	-4.02	40.23	25.90	3.99	-1.77	0.89	5.01	5.01	5.99	2.85	10.00	10.00	10.00
A7	0	75	0	0	57.54	57.13	-6.39	58.54	57.75	-0.31	1.00	0.42	6.06	6.11	6.11	2.84	10.00	10.00	10.00
A8	0	50	0	0	70.06	35.99	-7.51	68.74	38.75	-5.60	-1.52	2.78	1.85	2.11	3.22	1.79	10.00	10.00	10.00
A9	0	25	0	0	82.53	17.87	-4.80	82.02	18.82	-5.70	-0.51	1.16	0.70	1.03	1.35	0.98	10.00	10.00	10.00
A10	0	10	0	0	89.92	7.83	-5.05	89.10	8.58	-4.18	-0.82	0.87	0.69	1.00	1.24	1.27	10.00	10.00	10.00
A11	0	0	100	0	89.00	-1.99	82.88	88.00	-4.50	90.14	-0.92	-2.31	0.16	2.03	5.65	1.86	10.00	10.00	10.00
A12	0	0	75	0	90.02	-3.89	38.33	88.73	-3.36	34.04	-1.23	-2.87	0.01	2.24	6.58	2.12	10.00	10.00	10.00
A13	0	0	50	0	91.40	-2.75	41.33	90.28	-3.34	43.60	-1.10	-2.61	4.25	2.21	4.99	2.27	10.00	10.00	10.00
A14	0	0	25	0	93.13	-1.50	17.88	91.85	-2.66	22.93	-1.28	-1.58	5.07	1.10	5.30	3.07	10.00	10.00	10.00
A15	0	0	10	0	94.22	-0.13	4.78	93.46	-0.19	5.89	-0.76	-0.32	1.15	0.32	1.70	1.11	10.00	10.00	10.00
A16	100	100	100	100	9.05	0.25	0.38	12.28	-0.49	0.27	3.23	-0.89	-0.11	0.69	0.70	2.28	10.00	10.00	10.00
A17	0	0	0	1	92.86	0.36	-3.92	90.49	0.58	-2.56	-2.37	-0.38	1.37	-0.05	1.42	1.95	10.00	10.00	10.00
A18	0	0	0	10	87.91	0.89	-3.78	83.89	0.23	-3.02	-4.82	0.66	0.74	-0.53	0.89	2.85	10.00	10.00	10.00
A19	0	0	0	25	77.72	0.70	-3.39	75.46	-0.09	-3.19	-2.26	-0.79	0.20	-0.77	0.81	1.99	10.00	10.00	10.00
A20	0	0	0	50	60.40	0.48	-2.61	60.01	-0.52	-2.88	-0.29	-1.08	-0.37	-1.87	1.14	1.84	10.00	10.00	10.00
A21	0	0	0	75	40.34	0.21	-1.51	41.87	-1.00	-2.06	1.51	-1.21	-0.35	1.09	1.33	2.25	10.00	10.00	10.00
A22	0	0	0	90	25.73	0.11	-0.63	25.72	-0.81	-1.41	-0.03	-1.04	0.80	-0.76	1.31	1.64	10.00	10.00	10.00
A23	0	0	0	100	19.00	0.00	-0.01	11.43	-0.15	-0.85	-0.55	-0.15	-0.64	0.02	0.64	3.03	10.00	10.00	10.00
A24	40	10	10	0	78.44	-4.16	-15.70	72.45	-9.25	-15.95	-1.99	-0.09	-0.25	0.05	0.27	1.43	10.00	10.00	10.00
A25	40	40	10	0	81.86	9.88	-17.45	59.11	9.71	-18.32	-2.77	-0.15	1.23	0.53	1.34	2.56	10.00	10.00	10.00
A26	100	40	0	0	44.12	-16.28	-47.41	40.20	-14.83	-45.01	-0.87	1.63	2.40	0.79	2.80	3.72	10.00	10.00	10.00
A27	40	100	0	0	39.03	50.81	-21.87	35.85	50.91	-19.60	-1.50	1.90	1.49	1.14	2.75	3.16	10.00	10.00	10.00
A28	100	0	0	80	21.75	-15.32	-19.73	21.56	-14.80	-18.81	-0.39	0.67	1.14	-0.17	1.32	0.70	10.00	10.00	10.00
B1	100	100	0	80	12.87	8.38	-14.52	13.87	4.26	-11.93	1.00	-2.71	2.59	-0.58	2.34	2.38	10.00	10.00	10.00
B2	100	100	0	80	25.00	20.00	-46.02	23.64	17.34	-42.83	1.35	-2.84	2.09	1.24	4.06	1.82	10.00	10.00	10.00
B3	75	75	0	0	38.16	17.58	-17.76	38.28	16.49	-34.57	-1.86	1.09	3.19	0.37	3.37	2.10	10.00	10.00	10.00
B4	50	50	0	0	55.32	15.40	-28.28	54.28	13.91	-26.34	-4.64	0.51	1.94	1.52	2.81	4.20	10.00	10.00	10.00
B5	25	25	0	0	74.04	7.95	-17.37	72.21	7.65	-17.06	1.83	-0.20	0.31	-0.35	0.43	1.39	10.00	10.00	10.00

Samples of the tools we can use on our web based validation repository.

Seamless Order Fulfillment

Delivering Quality, Fast



3-Day SLA Commitment

Centers must fulfill and ship orders within 3 business days of receipt—ensuring customer satisfaction and timeliness.



Smart Routing Logic

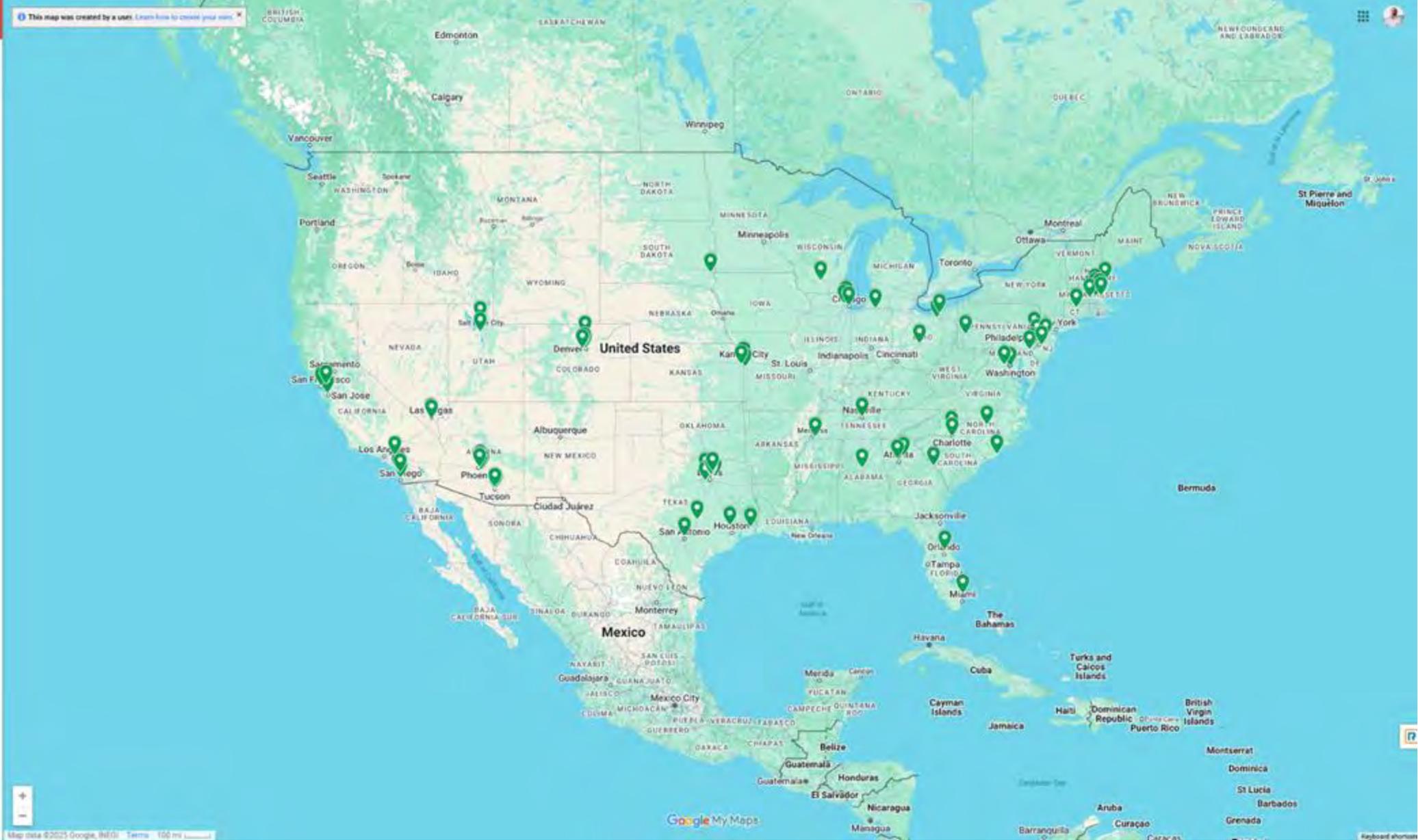
Orders are routed based on location, delivery method, and Center status, optimizing production efficiency.



Customer Complaint Resolution

AlphaGraphics HQ handles complaints, evaluates file issues vs. production errors, and ensures fair responsibility.

- On Production
- US037
 - US039
 - US190
 - US291
 - ... 78 more
- Cutsheet & Color Certified



Made with Google My Maps

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Google My Maps

No matter where you are...

In the end, the distribute-and-print model isn't just about saving time and money—it's about bringing printers and customers closer together, even if they're thousands of miles apart. It's fast, efficient, and eco-friendly... and let's be honest, it saves everyone from the horrors of shipping delays and crushed boxes. So whether you're printing across the street or across the globe, the solution is at your fingertips.



Q&A



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