



Carri
CARREIRA CREATIVE

EXPERIENCE

CATALYST, INC. PROVIDENCE, RI

SENIOR GRAPHIC DESIGNER 10/2013 – PRESENT

Work closely with art director to conceptualize, design for in-house and client branding projects in print, web design, front-end development, email design and development and social media.

CLA6IX DESIGN LLC PAWTUCKET, RI

FREELANCE DESIGNER 08/09 – PRESENT

Maintain client relationships with businesses, agencies and in-house departments with responsibilities in all aspects of production and design for branding, print, web and social media.

ONE BRADFORD BRISTOL, RI

GRAPHIC DESIGNER 06/2012 – 3/2014

Work directly with the Managing Director in developing design solutions including branding, web, print, editorial, production and social media. One Bradford is a division of East Bay Newspapers.

TRIMED MEDIA GROUP PROVIDENCE, RI

SENIOR GRAPHIC DESIGNER 09/2011–03/2012

Work closely with art director to conceptualize, design, and oversee production of marketing materials relating to the publications including: e-newsletters, digital magazines, e-promotions, invitations, postcards, newsletters/direct-mail pieces, large-format signage, exhibit booth graphics, print advertising, and PowerPoint slideshows. As well as design and production of magazines, including; template set-up, editorial design.

PROVIDENCE BUSINESS NEWS PROVIDENCE, RI

GRAPHIC DESIGNER 04/08–09/2011

Work directly with inside and outside sales staff, customers and printers to design and alter print and online advertisements for outside and in-house marketing materials. Responsible for layout and design of weekly newspaper and special sections along with updating website weekly with stories of each issue.

DOMINION HOMES MEDIA NORFOLK, VA

KEY ACCOUNT DESIGNER/ART DEPARTMENT COORDINATOR 06/01 – 02/08

Responsible for designing and altering print advertisements for assigned accounts requiring special attention. Also designing front covers and spec ads to attract potential clients; working directly with inside and outside sales staff, customers and printers to produce special projects and single advertiser magazines. Along with being responsible for coordinating all 4-color advertisements for over 40 different magazines and prepare files for press.

EDUCATION

GIBBS COLLEGE PROVIDENCE, RI

2001 Certificate in Visual Communications

SOFTWARE

STRONG SKILLS in Photoshop, Illustrator, InDesign, Quark XPress, Wordpress, HTML, CSS

KNOWLEDGEABLE in Microsoft Office, JQuery, Flash, PHP, Final Cut pro, Premiere, After Effects, Drupal, Joomla

**Portfolio available upon request and references available at www.linkedin.com/in/jeffcarreira



CARREIRA CREATIVE

401.952.9079
jeffcarreira@gmail.com

CATALYST
B2B BRANDING WITH PURPOSE

ABOUT CLIENTS SERVICES WORK PERSPECTIVES CONTACT

FOR B2B EAGER CHANGE

WHAT'S YOUR PURPOSE?

The most successful B2B companies operate with a sense of purpose; a reason for being based on improving the lives of the people a business serves. We help companies find their purpose — then leverage it for growth. We'll help you find yours.

WELCOME TO CATALYST

We're a B2B Brand Strategy and Activation Agency. Not an ad agency. We help clients leverage purpose-based branding as the catalyst for business transformation.

LEARN MORE ABOUT US

WE'RE NOT FOR EVERYONE

We are solely focused on B2B branding and marketing communications. This is who we are and what we do. So no, we're not for everyone. But, if you're a mid-market B2B company eager for change and accelerated growth, we can help.

READ MORE ABOUT OUR EXPERTISE

CATALYST
B2B BRAND STRATEGISTS

275 Promenade Street
Providence, RI 02908
401-732-1886

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Since 1991, Catalyst has helped mid-sized B2B companies discover, shape and leverage their brand purpose and brand promise in order to generate organizational transformation and business growth.

ABOUT
WHAT WE BELIEVE
LIFEWORK
CULTURE
VALUES
MISSION
VISION
VALUES
ACTIVATION

WORK
ADDRESS
PHONE
CONTACT
GALLERY
ARTWORKS
SERVICES
OFFICES
CONTACT US
PERSPECTIVES
BOOK
PARTNERS

Connect with us today! [f](#) [t](#) [in](#)

CATALYST
B2B BRANDING WITH PURPOSE

BRAND. DEMAND. EXPAND.

It takes all three to optimize marketing and business results.

B2B marketing leaders are finding that a cohesive, balanced approach to branding, demand generation, and expand (customer) marketing improves business results. They are also learning that marketing automation can influence, streamline and track all three.

Find out how. Fill out the form and we'll send our Best Practices Report directly to your inbox!

First Name*

Last Name*

Title*

Company*

Email*

SEND ME THE REPORT

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B2B BRAND STRATEGISTS

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Connect with us today! [f](#) [t](#) [in](#)

From: email@emailaddress.com
Subject: Email Design by Jeffrey Carreira
Date: April 6, 2013
To: email@emailaddress.com

View Online

CATALYST
B2B BRANDING WITH PURPOSE

BRAND. DEMAND. EXPAND.

All Three Matter (Equally) To Your Success.

Marketing leaders master all three. Do you?

Most B2B marketers focus on demand generation, but research shows that results are optimized when companies also put equal effort into brand marketing and expand (customer) marketing.

Get our Best Practices Report to learn how.

GET THE REPORT »

CATALYST
B2B BRANDING WITH PURPOSE

275 Promenade Street
Providence, RI 02908
401-732-1886
catalystB2B.com

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Connect with us today! [f](#) [t](#) [in](#)

CATALYST
B2B BRAND STRATEGISTS

BRAND. DEMAND. EXPAND.

All Three Matter (Equally) To Your Success.

The World Has Been Telling You To Focus On Demand Generation.

B2B Leaders Are Focused On All Three.

Beyond Demand Gen, Brand Marketing Adds Real Value.

Beyond Demand Gen, Expand Marketing Adds Real Value.

52% MORE LIKELY Top performers are 52% more likely to dedicate staff resources to Brand, Demand AND Expand.

23% MORE LIKELY Top performers are 23% more likely to dedicate budget to Brand, Demand AND Expand.

20% BETTER Strong brands outperform weak brands by 20%.

23% PREMIUM Fully engaged customers represent an average 23% premium in terms of share of wallet, profitability, revenue, and relationship growth.

But Wait... Is demand generation still the rock star of marketing? Is it most responsible for producing business results?

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jeffcarreira@gmail.com

make it great.

AirSep Corporation
Medical Products Division
401 Creekside Drive
Buffalo, NY 14228

Success in OEM industries starts with trustworthy reliable partners

Metso valve and control packages are assembled to ensure the reliability and reputation of your products. Not only are they delivered when and where you need them, but their components are designed and engineered to last longer periods. This is a direct result of Metso being a single source supplier.

Safety first:
Our valve manufacturing process means longer product life. Our valve manufacturing process means greater safety. In fact, each valve assembly maintains more than 10 certification from relevant qualifying organizations and agencies worldwide making it easier to achieve your O&M goals.

Service you can count on:
When you need help, you can depend on Metso service - no matter where you are. Our global reach allows us to be with you every step of the way - from pre-purchase assistance to installation to service support and follow-up.

Visit the web site now your company to learn more about all engineering and manufacturing services a reliable team and diverse technical expertise.

www.metso-oem.com
A place to learn more about valves and the technical expertise and fielding support.

Empire State University
www.metso-oem.com

24/7/365

metso
Expect results

Research Drive, PO Box 2004
Oranjestad, Netherlands, 9714 GB AA
USA

Research Drive, PO Box 2004
Oranjestad, Netherlands, 9714 GB AA
USA

From: email@metso.com
Subject: Email Design by Jeffrey Carreira
Date: April 2, 2012
To: email@metso.com

Conquering Each Day Starts With Reliable Parts

At Metso, your challenges are our solutions. Your day doesn't end because your parts aren't working properly. You need valves that are reliable and designed to keep you moving.

Metso's valve assemblies are engineered to work together perfectly to achieve maximum product life cycle while minimizing failure. This is a direct result of Metso being a single-source supplier.

Metso offers OEMs free use of **ReelDraw3D**, a software that allows you to seamlessly add valves, assemblies and connections to existing CAD drawings.

Experience it for yourself.

Try ReelDraw3D Now.

From: email@metso.com
Subject: Email Design by Jeffrey Carreira
Date: April 2, 2012
To: email@metso.com

Use Reliable Valves & Seize The Day.

Excellence starts here.

Metso valve assemblies are built to help you succeed. They are pre-tested, pre-qualified, conform to any industry standards, and are backed by a global support network.

When you have the most trusted valves on the planet, you have parts that are reliable today, tomorrow, and every day.

Experience reliability of Metso valves for yourself.

From: email@metso.com
Subject: Email Design by Jeffrey Carreira
Date: April 2, 2012
To: email@metso.com

Customers Are More Demanding. You Can Deliver.

We do whatever it takes to help you succeed.

At Metso, we understand the challenges you face every day. There is no margin for error. You are expected to make it right every day.

Since you purchase a Metso valve, we consider your reputation at our reputation. That is why we have pre-qualified, pre-tested and made sure our valves conform to any standards.

We also offer ReelDraw3D, a free valve sizing and selection software that helps engineers specify the exact right valve for the job.

We want you to make it great.

Try ReelDraw3D Now.

Reliable valves for OEM's. Excellence starts here.

Great equipment needs great valves and assemblies. Metso's experts are here to help. They'll get you the best valve for the job—one that's safer, has greater uptime, and a longer life cycle. And because time is money, Metso parts will arrive when and where you need them. Be excellent every day.

To get started, fill out the form to access OEM-specific downloads. They include:

- **Bochure**
- **ReelDraw3D™**, a free specialized software that seamlessly adds valves and assemblies to existing CAD drawings.
- **NalhoMa**, a free, valve-sizing and selection software that quickly and reliably selects the correct automated on/off valves for your needs.

First Name* Last Name*

Email Address*

Title

Company

Phone

GET MY DOWNLOADS

Reliability. From point A to point B

Every day, every product you build your reputation is on the line. We can relieve some of that stress. We are Metso. It's our business to get you the right valve assembly for the job—one that exceeds all your expectations. In addition, each and every one of them is backed by a team of experts that's available to you rain or shine, day or night, here or there. Because our ultimate goal is to help you make it great.

Learn more at metso-oem.com

ready set go

Use reliable products, and seize the day.

Metso valve assemblies are built to help you succeed. They are pre-tested, qualified, conform to industry standards, and are backed by a global support network. They'll perform beyond expectations every second of every hour—so you can too.

For more information contact your Metso representative

Jack Miller, ASM
jmill@metso.com
123-1234-12345

Sam Senter
VIZ Company
Sam@vizi.com

Log on to metso-oem.com and download free tools to increase your productivity.

ReelDraw3D™ is the pre-purchase software that allows OEMs to seamlessly add valves and assemblies to existing CAD drawings.

NalhoMa™ is a free, valve-sizing and selection software that quickly and reliably selects the correct automated on/off valves for your needs.



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From: email@emailaddress.com
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Introducing Valmet

Hi (First name),

It's estimated that approximately 15% of Pulp & Paper Mill boiler control loops are operated in manual and an astonishing 85% are using the wrong tuning parameters. That means the chances are better than not that your boiler could be running more efficiently.

With our consulting service, Performance Solutions, we help mill operators to understand and optimize their boiler performance through a collaborative seven-step process. The results can be staggering. For example, the Cenibra mill in Brazil was able to reduce vented steam by 90%.

For a case study on our work with Cenibra and to learn more about Performance Solutions please visit our website or contact me directly.

Best,

Jerry Gerloff
www.valmet.com

Valmet Corporation | www.valmet.com

From: email@emailaddress.com
 Subject: **Email Design by Jeffrey Carreira**
 Date: April 6, 2013
 To: email@emailaddress.com

One phone call. Seven steps. Millions saved.

Hi (First name),

It's estimated that approximately 15% of Pulp & Paper Mill boiler control loops are operated in manual and an astonishing 85% are using the wrong tuning parameters. Chances are your boilers could be running more efficiently.

With our consulting service, Performance Solutions, we help mill operators to understand and optimize their boiler performance through a collaborative seven-step process. The results can be staggering. For example, the Cenibra pulp mill in Brazil was able to reduce vented steam by 90%.

For a case study on our work with Cenibra and to learn more about Performance Solutions please visit our website or contact me directly.

Best,

Jerry Gerloff
www.valmet.com

Valmet Corporation | www.valmet.com

From: email@emailaddress.com
 Subject: **Email Design by Jeffrey Carreira**
 Date: April 6, 2013
 To: email@emailaddress.com

Improve your process performance

Hi (First name),

Without getting quality steam to the process where and when it's needed, there is no pulp and paper production. It's a simple truth. But, optimizing steam production is anything but simple. Fuel inconsistencies, operator errors, production and process disturbances are just a few of the many things that cause headaches and inefficiencies.

At Valmet we recognize this challenge. That's why we developed Performance Solutions, a consulting service to help mill operators understand every aspect of their boiler operation and offer actionable and affordable recommendations to improve efficiency.

For more information please visit our Performance Solutions webpage to download our brochure or reach out to me directly, I'd be pleased to answer any questions you might have.

Best,

Jerry Gerloff
www.valmet.com

Valmet Corporation | www.valmet.com

Reduce Costs. Increase Efficiency. Lower Emissions.

Welcome to Valmet Performance Solutions

Increased competition, volatile energy markets, and heightened regulatory scrutiny. These are just some of the challenges facing Pulp & Paper mills today. Now more than ever it's critical for the powerhouse to maximize efficiency while ensuring the quality and availability of steam and power. It's a tough job, but you don't need to go it alone — Valmet is here for you.

For the basics [download our brochure](#).

For detailed information fill out the form for downloads including:

- **Sample Report:** Performance Solutions Recommendations
- **Case Study:** Cutting Limestone Consumption and Avoiding \$1.2M Capital Cost at Grant Town
- **Case Study:** Reducing Vented Steam by 90% at Cenibra Mill
- **Case Study:** Saving Fuel Cost and Reducing Product Variability at Austerlitz Boxboard

How Valmet Performance Solutions can work for you. Get in touch today for a consultation.

First Name* Last Name*

Email Address*

Title*

Company*

Phone*

[GET MY DOWNLOADS](#)

Valmet Performance Solution Process

7 steps to optimized process performance

- 1 Fact Finding Meeting**
30-minute meeting to identify needs & issues
- 2 On-Site Data Collection**
Multi-day fact finding, personnel interviews & process tests
- 3 Analysis**
Data analysis, baselining, number crunching & identifying bottlenecks & improvement potential
- 4 Report and Present Findings**
• Improvement potential
• ROI
• Recommended Scope of Work
• Guarantees
- 5 Implementation**
• Design solution & review with customer
• Enhance & tune base controls
• Install & Commission APC
• Train operators
- 6 Performance Analysis**
Measure improvements above baseline & quantify performance outcomes
- 7 Sustainability**
Regular visits to assure peak performance

GO!

Valmet

Reduce Costs. Increase Efficiency. Ensure Uptime. Save Money. Guaranteed.

Maximizing your mill's performance is critical to profitability. You know that reducing fuel costs, increasing production, and ensuring uptime are essential to your bottom line. But achieving exceptional performance gains without introducing risk and customer issues has always been a challenge.

Valmet Performance Solutions is consulting service that integrates, baseline and optimize every aspect of your boiler operation and steam network. Then we work with your process team to offer actionable and affordable recommendations.

With the extensive due diligence that goes into our Performance Solutions Analysis, we can confidently identify performance guarantees that typically provide a return on investment (ROI) of one year or less. A true win-win investment.

Valmet

Did you know?

Valmet Corporation is a leading global supplier of technology, automation and services to the Pulp & Paper, Forest Products and other process industries. Our 12,000 professionals around the world work closely with our customers to identify challenges and drive performance forward — every day.

Valmet's extensive experience working from commissioning to mid and plant retrofits, Valmet's advanced automation solutions, single manufacturers to multi and plant-wide technical solutions process.

Valmet has over 200 years of industrial history and has always been the forerunner of the pulp, paper and process industries since before 1800. In December 2012, Valmet and Umicore were approximately €2.5 billion. Valmet's head office is in Helsinki, Finland and its headquarters are in the NORDSTADT CHL, Austria Ltd.

Valmet

Valmet Performance Solutions

Pulp & Paper Powerhouse

Valmet

Bring Valmet Intelligence to your process operation

Valmet knows pulp & paper

Valmet is a global supplier to the pulp & paper industry. From the mill to the mill, we have the expertise to help you optimize your process and maximize your uptime. We are all about the bottom line and ready to work with you to ensure your mill is running at peak performance.

Our engineers know better

When Valmet engineers see your plant, they know how to better serve you. Our team of experts, with over 200 years of industrial history, has the experience to help you optimize your process and maximize your uptime. We are all about the bottom line and ready to work with you to ensure your mill is running at peak performance.

Our engineers know steam networks

Valmet engineers know steam networks. We have the expertise to help you optimize your process and maximize your uptime. We are all about the bottom line and ready to work with you to ensure your mill is running at peak performance.

Valmet guarantees results

Valmet Performance Solution Process

7 steps to optimized process performance

- 1 Fact Finding Meeting**
30-minute meeting to identify needs & issues
- 2 On-Site Data Collection**
Multi-day fact finding, personnel interviews & process tests
- 3 Analysis**
Data analysis, baselining, number crunching & identifying bottlenecks & improvement potential
- 4 Report and Present Findings**
• Improvement potential
• ROI
• Recommended Scope of Work
• Guarantees
- 5 Implementation**
• Design solution & review with customer
• Enhance & tune base controls
• Install & Commission APC
• Train operators
- 6 Performance Analysis**
Measure improvements above baseline & quantify performance outcomes
- 7 Sustainability**
Regular visits to assure peak performance

GO!

Our Advanced Process Controls know how to optimize your operations

Once performance improvement goals are agreed upon, Valmet implements an Advanced Process Control (APC) solution for existing or new operations. Our APC, with its dynamic, real-time processing, can automatically adjust the process of the mill and energy required to deliver a target production output by tracking on process optimization and stability.

Typical results include:

- Cost savings - Less energy and raw materials are required to deliver target production yields.
- Reduced process variation - Process variation is minimized, improving product quality and operations.
- Asset performance optimization - Assets are better served in your mill.
- Better operational stability and flexibility - More stable process means less need for production operators.
- Long-term benefits - Process and production performance are consistently maintained to ensure that gains are realized over time.
- Safety - Process controlled within limits of safe operation.

Let Valmet deliver guaranteed results to your operation. Call 401-952-9079 or visit www.valmet.com.

Grant Town wins by reducing limestone consumption. Saves \$1.2M.

Reducing vented steam by 90%. Just another day at the office for Cenibra.

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 jeffcarreira@gmail.com



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jeffcarreira@gmail.com



HOME OUR PROJECTS SERVICES FREE RESOURCES ABOUT US MARKETING TIPS

LET US *Guide* YOU TO YOUR **TRUE NORTH**

TRUE NORTH ADVERTISING & MARKETING works with small and Medium sized businesses to communicate their clear, defined message to their target audience

POCONO MAP 2014
Get your business on the Map!
[CLICK HERE](#)

RECENT NEWS

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CHOOSE YOUR Own ADVENTURE

JIM THORPE GETAWAY GUIDE

Everyone knows the little town of Jim Thorpe is the "Gateway to the Poconos". History, shopping, and natural beauty. Jim Thorpe is an easy 30 minutes from the Lehigh Valley, an hour from Philly, and just 2 hours from New York City. Jim Thorpe offers lots of activities all year round and caters to every season. Jim Thorpe is a "Choose Your Own-Adventure" kind of town.

Get your FREE copy of the Jim Thorpe Getaway Guide today and for more happenings, offers and much more visit the [Catheter County Map](#) or the [Essence Map](#).

Get your FREE Copy of the Jim Thorpe Getaway Guide get it in your inbox and...
CHOOSE YOUR Own ADVENTURE

[Subscribe](#)

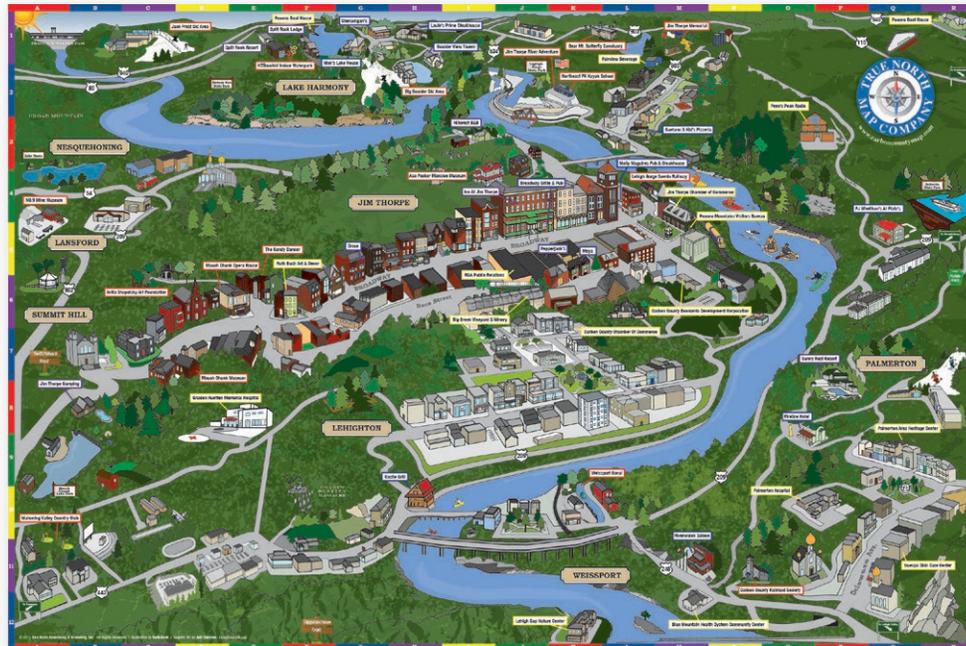
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JIM THORPE GETAWAY GUIDE

LE TOWN IS THE "CONOS".

THORPE GETAWAY GUIDE
GETAWAY GUIDE
GETAWAY GUIDE

[www.trueadvertising.com](#)



Turnkey Wordpress Websites

Fast & Easy Beautiful Designs Easy to Manage Responsive

COMING SOON!

Join our mailing list to receive updates and information as we get ready to launch.

Your Email (required)

First Name

Last Name

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401.952.9079
jeffcarreira@gmail.com

the Wolf School

Inspiring Complex Learners: See How

OUR MISSION

THE WOLF SCHOOL
ADMINISTRATION
CONTACT

Join Us

CALENDAR

EVENT SPOTLIGHT

WOLF BLOGS

TESTIMONIALS



Transform the lives of students with complex learning differences. Give families hope for their children's future. Believe that every child is a learner.

VISIT. LEARN MORE. VOLUNTEER. DONATE.

401-432-9940
WWW.THEWOLFSCHOOL.ORG
215 FERRIS AVENUE, EAST PROVIDENCE, RI 02916

the Wolf School



Annual Report 2014 | 2015

the Wolf School

JOIN US FOR THE WOLF SCHOOL'S SECOND ANNUAL *Golf Outing!*

Monday, September 21, 2015

Valley Country Club
251 New London Ave., Warwick, RI 02886

Registration: 11:00-11:30 AM
Light Lunch: 11:30 AM - 12:45 PM
Shotgun Start: 1:00 PM
Cocktails & Awards: 4:30-5:30 PM

Format Choice & Prizes:
One Best Ball of foursome; Play Your Own Ball
Gross Format with 1st Place Cash Prize
Net Format with 1st Place Pro Shop Chits

Entry Fees:
Gross Format: \$700 per foursome
Net Format: \$600 per foursome
Includes lunch, golf cart, beverages & one cocktail ticket per player

Corporate Sponsorships & Tee Signs available

the Wolf School

the Wolf School
215 Ferris Avenue
East Providence, RI 02916
www.thewolfschool.org

Golf with Wolf

When: Monday, September 21, 2015
Where: Valley Country Club

Download a registration form at www.thewolfschool.org
For more information contact:
Nancy at 401-432-9940 ext 227
or nancy@thewolfschool.org

The Wolf School is proud to be providing an educational environment where children with learning differences can thrive and reach their potential.

What would you do if your child couldn't learn?

"Rather than my child always struggling to fit into a school, this school strives to fit my child."

- A Wolf School Parent

OPEN HOUSE
SUNDAY, DECEMBER 8, 2013
1:00 to 3:00 PM

We are a nationally recognized private special education school for children with complex learning profiles. Our expert, caring team of professionals, state-of-the-art sensory arena, small class size and unique Immersion Model provide students with an optimal environment for academic and social success.

the Wolf School
Learn more at www.thewolfschool.org

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CARRERA CREATIVE

401.952.9079
jeffcarreira@gmail.com



Meet the new Ashcroft:
Focused on protection.

ASHCROFT
Trust the brand.

ASHCROFT
Trust the brand.

Protecting people, processes and profits.
A concept born over 160 years ago.

When Edward Ashcroft founded our company in 1852, his vision was to manufacture safer and more sophisticated measuring instruments.

Today, we're building on Mr. Ashcroft's vision and making it central to our brand. The central theme is **PROTECTION**. It's our promise. Our claim. Our passion. It's the reason we exist.

By always striving to manufacture and deliver the most innovative and well-crafted pressure and temperature gauges on the planet, coupled with superior customer support, we aim to protect our customers' people, processes and profits. This way, we fulfill our purpose and become the company people can trust. And maybe even make the world a better place along the way.



Intelligent and streamlined solutions.
For a world of highly specialized challenges.

Our customers are faced with a diverse range of applications challenges – more than ever before. That's why Ashcroft is focused on developing a flexible and adaptable portfolio of products: each with a rich set of variations to meet evolving customer demands. Continuous R&D and customer-focused innovation are more critical to our success than ever.

Today, our biggest enemy isn't other companies. It's the status quo. The key is for us to be thinking about solutions, as opposed to thinking about products. Ashcroft needs to be the company that sees the big picture. Anticipating the next challenge. Delivering new answers.

It's really a matter of enhancing our daily mission through the practice of these key attributes:

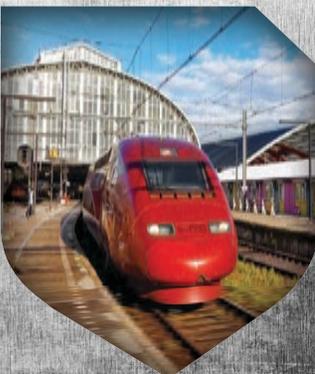
INNOVATION. Use our collective imagination and individual creativity to craft the best solution for each and every customer.

EXPERTISE. Maintain a passion for learning throughout Ashcroft, to create a value-added resource for our customers.

AGILITY. Be able to quickly adapt our operations to serve key target markets and individual customer needs.

DECISIVENESS. Develop the intense discipline needed for swift and accurate decision-making across the enterprise.

VITALITY. Bring a positive spirit to our work that celebrates every aspect of our business experience, while creating a lively and vibrant environment.



Defining what we stand for:
A new sense of purpose.



Over the past several years, Ashcroft has made major strides in the transformation of who we are as a company. You've been a big part of that success. But we can't rest on our laurels. The competition is too fierce. The market is changing too rapidly. We need to stay ahead of it.

So we're working. It's high time for us to show the world all the changes and improvements we've made. It's time for Ashcroft to have a brand that reflects who we really are.

To us, a brand is so much more than a logo and a tagline – it's the promise we make to the world. It's represented not only in our products and services, but also in our people and our everyday actions – it comes through the customer's full experience of Ashcroft.

With this brand as our common focus, we're looking to establish an even greater level of trust with customers and prospects – those who need to deal with the continual challenges of pressure and temperature measurement in their processes.

This book is designed to provide you with the information you need about our new brand. It is intended to help you understand what we expect of you as we look to elevate our 160-year track record of industry leadership to a new level.

Our Value:
Communicating the WHY of what we do.

In the beginning, it was enough to talk about what we offered. As competition grew, we needed to show how our superior and reliable products were different. Today, it's more about why we do what we do – the higher order benefit we bring to the world – in order to connect with customers, prospects and partners on a deeper level. To gain trust.

Make no mistake about it: Ashcroft is already considered the premium manufacturer of instruments for pressure and temperature measurement. Now, we need to explain to the world what drives us to be the best, why we take so much pride in our work, and the values we share together.

OUR VISION
A word where our customers' people, processes and profits are never at risk because of Ashcroft measurement instruments.

OUR MISSION
To consistently push the limits of innovation to deliver the world's most trusted measurement instruments.

OUR CORE VALUES

Think customer first.
Every action, plan and project should start with the customer in mind. We always need to see the world through their eyes. We need to know their business and applications, anticipate their needs and act proactively to protect them.

Never settle.
Being the best means always improving, never being satisfied. That's why we try to find new ways to look at and solve a problem. We believe there's always an opportunity to improve the performance of a product – and a better way to deliver it to customers and partners.

Challenge the status quo.
Never be satisfied or complacent with your personal performance or the performance of the company. Yesterday's answers aren't always the right answers. At Ashcroft, we need to actively challenge each other to improve.

Respect each other.
We can only do this together. We need to celebrate our diversity, share our ideas, and amplify our collective thinking. The key to achieving great things is by embracing the power of "us."

Think beyond borders.
That means outside the box. Across geographic borders. Outside your facility. Beyond your function. Outside your comfort zone.

Making a personal connection.
Earning trust every day.

OUR CUSTOMER-DRIVEN APPROACH:

- Listen closely and understand fully, before taking action.
- Make it your business to know the people you're serving.
- Create a bond, as opposed to making a sale.
- Consider what a specific customer needs, inside the markets we serve.
- Apply innovation to everything you do.
- Take ownership of issues and follow through completely.

In a world where people-to-people interactions are electronic and less personal, the value of genuine connection and engagement has never been more important. In order for people to "trust the brand," everyone at Ashcroft needs to build open and collaborative relationships, including making the customer a bigger part of the process. That's just a concept until we make it real by fulfilling our daily commitments.

As you've seen in the preceding pages, our brand is much more than a logo or a statement.

The only real way to communicate our story is to live and breathe our brand promise every day. And as a valued team member, your role is to actually "be" the Ashcroft brand.

Transforming our brand:
By truly living it.



HOW?

By directing all of your energy towards helping protect our customers' people, their processes and their profits:

- With every product or service
- Through every employee
- Across every channel and touchpoint
- In every corner of the world!

This renewed sense of purpose and unity is what will make us successful and our brand a more trusted one. Together, it will be exciting to see what we can accomplish.

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3 Steps to Reassess and Refresh Your Print Shop to Boost Business Growth

RICOH imagine, change.

As and any doctor will tell you, no matter how healthy you are, you can always be healthier. Even if your shop is operating at its highest capacity – you're taking in as many orders as you can possibly handle, you're filling them as fast as you can (and hitting deadlines), and you're pleasing customers left and right – there's good news and there's bad news. The bad news is, you could do better. The good news is, you can do better. The fact is, it's quite likely that where you think your business ceiling is, isn't where it actually is. Through the implementation of key best practices, you can see your shop's capabilities reach far beyond what you ever thought was possible. To get there, follow these three steps:

1 Assess Your Workflow

Ask yourself, is your turnaround time really as fast as you think? Or are there gaps in your workflow where work "sits" for extended periods of time causing productivity delays without your knowledge?

Slow turnaround times tend to stem from two places: slowly executed steps, and slow transition from one step to another. While both can be the result of reliance on manual processes – which can be addressed with enhanced automation – it's the transitions among steps that would benefit the most from exploring new ways to automate.

Another question that can help you determine if a deeper assessment is needed is: In the past month, have you had to reprint any work due to errors as a result of manual processes?

As Alexander Pope famously said, "To err is human; to forgive, divine." Unfortunately, deadlines are not always so divine. With shorter runs bringing on tighter deadlines, error-driven reprints don't just cost you time and money – they can cost you customers. If you find your shop encountering these problems, looking for ways to limit opportunity for human error is in your best interest.

It's not news to you that inactivity represents lost revenue. When operators are waiting, they can't be working on the current deadline. You know their work to be done, and you know your operators aren't lazy, so what's the holdup? The answer: the workflow. Consider finding ways – or working with a consulting partner to uncover ways – to maximize uptime, not just for your devices, but for your operators.

The Production Print Guide to Workflow Automation
PART 1

It's often useful to think of print shops as a human body. Operators are the head, devices, the hands; and so on. But the lifeblood, running through the shop and providing what every part of the "body" needs, is the workflow.

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2 Analyze Operations

If you ask your operators if there is a certain step that demands tedious action and attention to detail, there's an excellent chance their faces will flash with a moment of recognition – or pain. It seems every shop has one – and, for many, it's imposition – that step that takes so long to complete and is so repetitive, that operators often find themselves wondering why a machine couldn't be doing it. Maybe it should, so operators can get back to more expertise-intensive tasks, like expanding your shop's capabilities or service offerings with an eye towards supporting new markets.

"CCS [Printing] prides itself on being technology-forward... We're excited to be able to get into new markets and provide new services together with the Ricoh team so that we can continue to grow our business as we've been growing in the last several years. We're just really excited."

Kevin Sullivan
President, CCS Printing

As you will know, tracing the source of errors is the key to addressing and preventing them. Sometimes, that source is repetitive, unengaging tasks that demand operators' full attention for long stretches. Taking them off of these tasks, leaving them to automated processes, frees up their well-trained minds for other tasks around the shop and can reduce or eliminate errors.

At the end of the day, you run a business. Unexpected expenditures are a pain. Unnecessary expenditures are intolerable. No one wants to see their money and resources wasted, so it's understandable that such occurrences would stick in your memory. But the important next step is analyzing the causes – and potential remedies – of those losses.

3 Integrate Disparate Systems

In the past year, have you had any jobs come through your web storefront that someone missed, and were not produced in a timely fashion, if at all? The only thing worse than a dropped deadline is a lost opportunity to take on a new job. Tight communication between your customer during job ordering mechanisms and your prep process is absolutely vital. Errors can cost you lost orders, declining business, and worst of all, bad word of mouth.



Crucially, information is lost or altered in the manual handoff between operators, devices and/or tasks. Don't let it affect your output. You and your operators have always had to keep a lot of information straight, but with runs becoming shorter and shorter, the same level of work brings a lot more data points – deadlines, requirements, and on – to track. Without a solid system in place to track it all – and optimize how your people, processes and technologies are addressing them

your shop can start to fall behind. Time-saving changes can get you back on track, and just vital operator-hours back in play for business-growing projects.

An experienced consulting partner will be able to help you implement these steps – and answer the questions that help you determine how to proceed.

Looking to learn more?



This guide is part 1 of a 2-part workflow series for commercial printers. Part 2, which will be released on February 2nd, will explore some of the "expertise gaps" seasoned printers often have that can cause their business to plateau. Targeted at shops that are doing well for themselves but want to expand their capabilities to ascend even higher, this next piece will unpack the value of allowing a consulting partner to show the way to growth, leveraging proven techniques they've used with other shops just like theirs.

In the meantime, if you would like to speak with a Ricoh Production Print Specialist about your specific workflow, request a consultation at www.ricoh-usa.com/contact-us/

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Unlock the Value of Your Unstructured Data.

RICOH imagine, change.

Not all business information fits neatly into a database.

Reports by industry analysts suggest that unstructured data is growing at a rate of 62 percent a year. By 2022, 83 percent of digital data will be unstructured.

Your business runs on information, and much of it isn't structured. What's your plan for making the most of all your data?

Why: Valuable business information 'trapped' in your unstructured data

Unstructured information accounts for a whopping 83 percent of the information you all already have stored, most of your business information. It's trapped in social media accounts, on laptops, in spreadsheets, in email, on servers, and in cloud storage. To keep the information relevant and vital.

Not only are you using a constant amount of computing power and storage to keep your unstructured information but it's also – and at what substantial cost – being lost.

What: Tapping into unstructured data

There are different types of content. Default systems typically only track the file, and/or a name often identify that describe the content. If your documents are text documents, you'll have the metadata printed will enable to be searched for you can find a particular document. You'll have the metadata printed will enable to be searched for you can find a particular document.

How: Content Management

Content management systems enable management, content creation, workflow controls and security. From a content management system perspective the data functions:

- Managing** information to people who have the right to be using that information.
- Creating** information related to a system.
- Monitoring** information to people who have the right to be using that information.

What's next: What to look for in a content management tool

- Easy to use** – Look for a user-friendly interface with easy-to-use navigation and intuitive user interface. The solution should integrate with the data and information you already have in place.
- Compliance** – A good tool needs to integrate with your existing compliance requirements, including GDPR, HIPAA, and other regulations.
- Security and compliance** – Content management solutions should have robust security and compliance features. The solution should offer your company's data and information and when they are able to do so with the appropriate level of security and compliance.

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Summary

Your business is growing – and so are the volumes of unstructured information. To make the most of your unstructured information, you need to have a plan for making the most of all your data.

About Ricoh

Ricoh is a global technology company that has been transforming the way people work for more than 60 years. Under the corporate name – imagine, change – Ricoh continues to improve computers and peripherals with vision and technology that create meaningful, meaningful productivity and business growth. These include content management systems, IT services, production print services, and other solutions.

For further information, please visit www.ricoh-usa.com

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" Working with Jeff on the marketing communications tools for MPX, pre-launch, was a pleasant experience. Not only is Jeff creative, he picks up really quick on concepts and executes fast. He is an unassuming worker who delivers above expectation. In his quiet way, Jeff demonstrated his involvement and commitment to MPX team goals. If there is any, I would welcome the opportunity to work with Jeff again and recommend him to others seeking fast and desirable results."

HELGA MELGAR, CLIENT SERVICES MANAGER
TRIMED MEDIA GROUP

" Jeff is, by far, one of the best designers I've ever had the pleasure of working with. As Production Director, one of my responsibilities is to act as a mentor of sorts, yet I have also been able to learn from Jeff. He is extremely creative, knowledgeable, professional, responsible and, at the same time, fun to work with. He approaches each and every task with a great deal of enthusiasm no matter how large, small, complex or simple. He is a pleasure to work with."

DARRYL GREENLEE, PRODUCTION DIRECTOR
PROVIDENCE BUSINESS NEWS

" Jeff's work is excellent. He is creative and works well under tight deadlines. Our clients also appreciate the work he does on their ads, which sometimes are created from very rough copy provided by them."

NANCY ADESZKO, MARKETING AND EVENTS MANAGER
PROVIDENCE BUSINESS NEWS

" Jeff is the best employee I've ever managed. He asks questions when appropriate, handles issues on his own with confidence and always puts the big picture ahead of immediate interests."

JIM KEANE, PRODUCTION MANAGER
DOMINION HOMES MEDIA

" Jeff is a true professional who gets things done. His work is exceptional and always on time. I would welcome the opportunity to work with Jeff again. He is someone I can always count on."

AKANTHA SUSKO, GENERAL SALES MANAGER
DOMINION ENTERPRISES FOR HOMES.COM

" Jeff is a talented artist and designer. But, not only that, Jeff is also highly skilled at meeting deadlines and company objectives. He is thorough, pleasant, dedicated and just an all-around excellent team player always willing to help out the company and his co-workers. I would recommend Jeff for any position in the graphic design, production world and would welcome the opportunity to work with him myself again too!"

ERIN CULLIPHER RUANE, VICE PRESIDENT,
EAST DIVISION AND NATIONAL MARKETING
HARMON MEDIA GROUP

" Jeff was not only an outstanding graphic designer but also a leader among his peers. Jeff's ability to get the job done correct and on time; every time was surpassed by no one. Jeff's hard work and willingness to stay until the job was complete to the customers' satisfaction while never complaining was crucial to the success of this department and our business. Jeff is truly an outstanding, creative, hard working individual that would be a tremendous asset to any organization."

JACK MOTT, EAST COAST VICE PRESIDENT
DOMINION ENTERPRISES

" Jeff is certainly dedicated. He worked on the print side of Harmon Homes and was one of the best designers I have ever seen. When I was under deadline and needed changes, Jeff never said no. He did it. He made every project a reflection on him and didn't put it to print until he knew it was the best! I can say that I appreciated Jeff for the work that he did, and knew if he was in charge of one of my books it was going to be done right. I would highly recommend Jeff for Designer work, or manager of a group of designers."

MICKI ANDINO, GENERAL SALES MANAGER
HARMON MEDIA GROUP

" Jeff is a hard working, dedicated, teamplayer that always goes that extra mile! He was always someone I could count on to get things done. I highly recommend him as a valuable asset to any company."

GEORGE HAMPARZOUMIAN, GENERAL SALES MANAGER
DOMINION ENTERPRISES