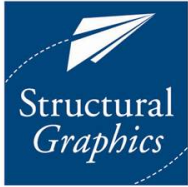


**NEW YORK CITY  
COLLEGE OF  
TECHNOLOGY**

May 6, 2019



## What We Do

**Structural Graphics helps clients improve the effectiveness of their print communications with engaging, interactive formats.**

- **We partner with agencies, designers, and marketers to bring their communications to life**
- **As pioneers of the dimensional print industry we continue to use our 43 years of experience to innovate including integrating print and technology to effectively deliver and track your message**
- **Our experienced team brings a unique perspective and proven method of success to print and integrated marketing**



# Structural Graphics Overview

**Established:** 1976

**Ownership:** Privately owned with nationwide sales, design and production locations

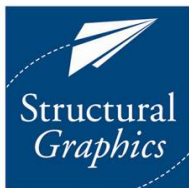
**Business:** Partnering with Advertisers and Agencies to develop, produce and distribute High-Impact printed communications using our Design and Engineering expertise:

- Product launch materials
- Customer Acquisition
- Trade Show
- Product updates
- Retention/Loyalty

**Industries:**

Healthcare  
Automotive  
Insurance  
Technology  
Entertainment





Trusted Partner



DIAGEO



SAMSUNG

Genentech



Google



Nationwide<sup>®</sup>  
is on your side



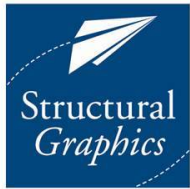
TRAVELERS



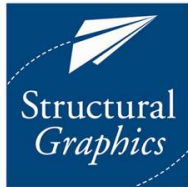
CHASE



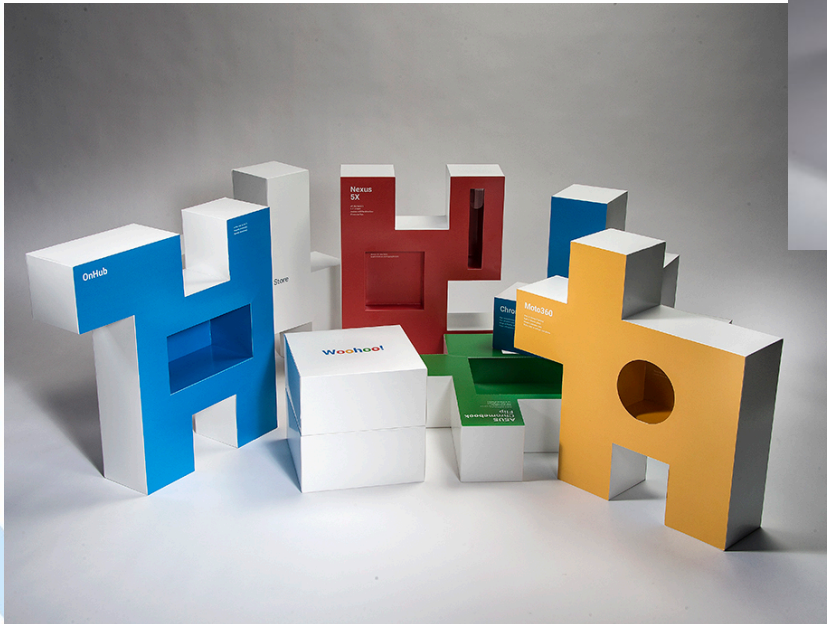
Microsoft

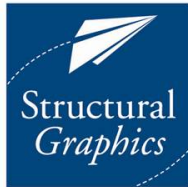


## Examples



## Social Influencers Google Box ([link](#))





## Social Influencers (9,461,700 views and counting) Google Box (photos are hyperlinked)



### GOOGLE GADGET UNBOXING!

SHAYTARDS ✓

2 months ago • 1,415,468 views

This vlog is brought to you by Google Store! Thanks @GoogleStore! You can't get this big box, but all the individual products are ...



### THE ULTIMATE GOOGLE UNBOXING

CaptainSparklez ✓

2 months ago • 3,460,175 views

Unboxing video brought to you by Google Store! Big box isn't available for purchase via the the Google store, but all products are ...



### MY FIRST UNBOXING VIDEO!!? - Google Store!

AndreasChoice ✓

2 months ago • 1,379,720 views

Hope you liked this mystery unboxing! Thumbs up if you want more HAULS/UNBOXING videos! This vid was brought to you by ...



### My First Unboxing: Tech Haul w/ Google Store

Shameless Maya ✓

2 months ago • 969,208 views

My First Unboxing: Tech Haul w/ Google Store. @GoogleStore decided to send me a giant box of new tech products for my first ...

CC





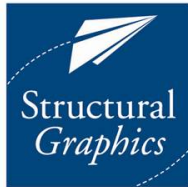
## Dewar's Influencer Kit: *A Tale of Two Whiskies*



The kit was for a PR event unveiling two new brands, Craigellechie and Aberfeldy, and showcases each in a storybook format appropriately titled "A Tale of Two Whiskies".

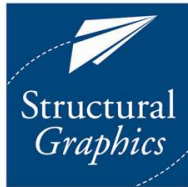






## Tradeshows & Events ([link](#))





## Dimensional Direct Mail ([link](#))





**TECHNOLOGY &  
INNOVATION**

# First Ever: Toyota Camry Insert March 2018 Issue of *InStyle*

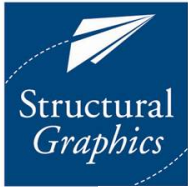


The insert marks the first time an LCD heart monitor simulator has ever been put into a magazine and the first time two completely independent electronic units have been combined into a synchronized magazine insert.





First Ever: AUDI 49-LED Insert with Remote Control  
Nov/Dec Issue of *DEPARTURES*.



Custom Format Video in Print ([link](#))  
Standard Format Video in print ([link](#))



Structural Graphics was the 2017 USPS Irresistible Mail Award  
Grand Champion recipient: <https://www.irresistiblemail.com/award>





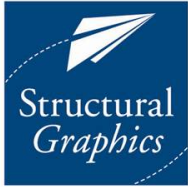
**Driving Online**



## NFC & WEB KEY



Bydureon Web Key Mailer  
took recipients to an online  
virtual webinar where they could  
learn more about Bydureon.



## VR (Emersion) Viewers ([link](#))



SleekPeeks® & Google Cardboard  
Google Certified  
([click here](#))



## World Class Design Expertise





We don't just work in paper.  
We work with wood ...







... plastics, and ...



SG has In-house 3D Printing for Prototyping



... and metals!



Choose Product ▾

Best Uses ▾

Get Inspired ▾

For You ▾

Search our site...



YOUR DESIGN.

OUR FORMAT.

YOUR SUCCESS.

Fully customizable, 3-dimensional and interactive  
print marketing materials – all available in quick  
turnaround times



HUNDREDS OF DESIGNS TO BE CUSTOMIZED WITH YOUR UNIQUE LOGO, IMAGES, AND TEXT!

[View All Designs >](#)

## 1 Choose Your Format



Choose the format that fits your design or campaign message.

## 2 Download Template

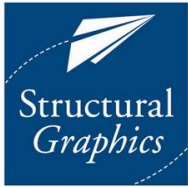


Create your design offline using our templates and then export as PDF's.

## 3 Upload and Order!



Upload your PDF Artwork Online, Proof and Place your Order.



## Useful Links

**Structural Graphics Website:** [www.structuralgraphics.com](http://www.structuralgraphics.com)

**Quick-turn, web-to-print (Red Paper Plane):** [www.redpaperplane.com](http://www.redpaperplane.com)

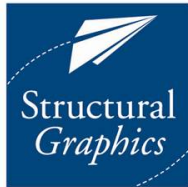
**YouTube Channel:** <http://www.youtube.com/user/structuralgraphics/videos>

**Facebook Page:** <https://www.facebook.com/StructuralGraphics1976>

**Instagram:** <https://www.instagram.com/structuralgraphics/>

**Manufacturing Facilities Video Tour:** <http://sgassemblies.com/about-us/#Tour>

**Mannequin Challenge (studio tour):** <https://bit.ly/2PE8Yl6>



# Thank you!

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President

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