

gam[®] 
graphics and marketing

quality. service. commitment to excellence.

www.gamweregood.com



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the history of gam

As an “inside-outsider,” an individual whose perspective comes from both working for, and utilizing the services of the best gam printer in Virginia, I am honored to share the history of **GAM**.

Today, most businesses utilizing **GAM Graphics and Marketing** are familiar with the vast array of services offered by this print giant. Many of us have even come to engage GAM at the onset of any new business assignment. If asked why we do this, we all have the same answer, “No matter the size of our mission, partnering with the GAM Team will always work in our favor.” From creation to completion, we all know that the experience and expertise GAM brings to our projects, is, quite simply, invaluable.

What many may not realize, however, is that GAM was not always the print giant we have come to rely on today. Of course, it goes without saying that quality and service have always been the pinnacle of the business – that has never changed. Still, the last 40-plus years have seen the business morph, transforming time and time again – each time with the thought of improving for the overall benefit of the customer.

**Where better to start
than at the beginning . . .**



The idea to start a print shop goes all the way back to the mid-1970's and was actually part of a much bigger mission, a mission to teach marketable job skills to the students of **Grace Christian Academy**, Charles Grant, Founder. Charlie always believed in the power of the printed page and believed that his students would be better served if, when they graduated from the Academy, they had an employable skill.

Blessed with an employee who had the ability and willingness to teach students how to run a print press, Charlie set out to find equipment at low or no cost to get the ball rolling. Eventually, a printing press was gifted, followed by an off-set press and although not new, the gifts were the exact devices needed to start teaching the students.

In the beginning the printing that was done by the students, including some of Charlie's own children, primarily served churches and mission groups. Soon though, commercial order requests started to roll in and in 1976, incorporating became a necessity. At that time Mr. Grant was tasked with choosing a suitable location and a name for the business. The location was found pretty quickly, 1106 West Church Road, Sterling VA, but the name was not quite as easy to come by. It needed to be a name that would adequately fit both



Grace Christian Bookstore and the newly founded print shop. The name Grace Abounding Ministries came to Charlie's mind, a derivative of the title from one of his favorite reads, "Grace Abounding to the Chief of Sinners," the autobiography of John Bunyan. While Charlie really liked the name, he soon came to realize that it wasn't exactly a "catchy" name, nor was it one that would attract attention on a storefront or indicate to passersby what was happening inside the building. With this realization, he shortened the name and the print shop came to be known as, **G.A.M. Printers**.

"The name Grace Abounding Ministries came to Charlie's mind, a derivative of the title from one of his favorite reads"

Within five years, GAM was producing print products that ranged from business cards to full-bound books and even doing bulk mailings. GAM relocated again, this time to 1102 West Church Road, Sterling VA, which afforded them a chance to expand. It was at this point that some of the largest businesses in the area started to take notice of GAM's quality and craftsmanship, boosting the print side of the business to a new level.

In 1985 Nathaniel Grant, Charlie's second youngest child, took the helm of the business. Soon after, Nathaniel's vision for excellence would move him to complement GAM's design and marketing prowess with some extremely talented people. This talent would help take GAM to an entirely new level of expertise, distinguishing it from all other local print houses. It was around this same time that businesses began



the history of gam



With growth comes the need for more space! In 2003, GAM Printers relocated to its present location on Nokes Boulevard in Sterling, and by 2005 had doubled its manufacturing and warehouse space at that location. Its creative team rebranded the company to "GAM, We're Good," the happy sunflower in shades logo design. That highly recognizable logo would remain in place for nearly five years while everything else surrounding the business would continue to "supersize."



By 2008, in an effort to stay current in the marketplace, GAM started to move toward digital press printing. Between the years 2009 and 2010, the divisions for both creative and marketing services were amplified once again, and digital printing became the norm. Equipped with these extraordinary service offerings another rebranding effort seemed to be the next, best step. With a reputation more than 30 years strong, however, losing the GAM name was never an option. Instead, GAM chose only to progress the meaning of its name to more accurately describe its services and focus – GAM Printers became GAM, Graphics and Marketing.

to rely on GAM for cost efficient, well designed and quality products that were delivered quickly, and the marketing expertise they needed to help their businesses reach new heights – the full package, trademark GAM service.

Just three short years later, in 2013, the conversion to all digital presses was complete. This high level technology, combined with highly creative designs, afforded GAM the ability to provide its customers printed materials that can only be described as 'artistic quality'.

Under Nathaniel's watchful eye, the next ten years saw steady growth in both clients and revenue and in 1996, Nathaniel and his sister Faith purchased the business from their parents, Charlie and Ginny. With a newfound business acumen, the next two years would see the closing of the less lucrative, Grace Christian Bookstore (1997) and GAM Publications (1998) and, due to a boost in the knowledge and understanding of the financial, accounting, marketing and operational functions of the company, even more growth in the print side of the house.

And here we are today, and GAM is still going strong, serving the community, and providing the highest quality print products and marketing expertise.

"Its creative team rebranded the company to "GAM, We're Good," the happy sunflower in shades logo design."



As GAM celebrates its longevity, I'd like to say that it continues to be my greatest pleasure to know, and work with, Charles and Ginny Grant, founders, and Nathaniel and Faith Grant, current owner/managers. To

the entire GAM, Graphics and Marketing team, congratulations to your company's endurance through the years! May you all be blessed with health and happiness and continued business success!

– Jenn Womack



Note: Many of the facts in this article are courtesy of the publication, "From Helltown to Heaven . . . and all the stops in between," an Autobiography of Charles Grant with Dale Van Atta, a truly great read.

our mission

quality. service. commitment to excellence.

We are a full service communications design company specializing in graphics, marketing, digital printing and mail services housed in one location. Partnering with medium to large clients interested in expanding their market share or refreshing their current efforts, our diversified portfolio of solutions supports our clients' in achieving their goals.

We value long-term, mutually beneficial relationships with our customers and strive continuously to earn and keep their loyalty. We do this by delivering high-quality, fairly priced services that meet customers' needs and exceed their expectations.

We believe our employees are our greatest assets and are committed to providing them with a workplace that promotes professional growth and stimulates personal achievement.

We are also committed to contributing positively to the communities and industries we serve. By setting high standards, working in the best interests of our customers and the people and organizations they serve, and delivering products and services that make a difference, we will achieve our goal of making a positive impact on those who live and work around us.



Call us today to learn more about how GAM can
make a positive difference in your business.

703.450.4121

if it's your image, it's our job

Print materials play a pivotal role in communications, marketing and business growth. Your stationery, business cards and business forms, as well as your brochures, newsletters, posters and promotional products, build your image and convey your message to existing and potential clients. They need to make the best first impression possible, since first impressions are lasting ones.

Of course, there's more to printing than ink and paper. Creative design, efficient production, and timely delivery affect the overall impact of materials you use to communicate and market your business.

At GAM, we understand how critical printed materials are to help promote your products and services. Having provided quality design, printing and mailing services for more than 30 years, we can provide everything you need to move your projects from concept to delivery.



BURGUNDY GOLD

30th ANNUAL BURGUNDY & GOLD BANQUET

NOVEMBER 18, 2011

11:00 AM - 10:00 PM

THE RITZ-CARLTON, WASHINGTON, DC

Youth For Tomorrow

When we start taking the odds, what we accomplish multiplies them.

Our Mission

Supporting children and their families in all their special moments.

Youth For Tomorrow

Please Join us

Open House

Diagnosis and Assessment Center

From 11:00AM to 3PM

Monday, July 18, 2011

BURGUNDY GOLD

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Giving is Timeless

NOVA

80's

THANK YOU!

By helping kids like me, you could win a **BIG SCREEN TV!**

Ask for Details

THANK YOU!

By helping kids like me, you could win a **BIG SCREEN TV!**

Ask for Details

Looking for a unique Summer Camp?

Therapeutic Day Treatment Summer Enrichment Program

July 18 - August 16, 2011

Monday - Friday, 9:00am - 4:00pm

30th ANNUAL BURGUNDY & GOLD BANQUET

NOVEMBER 18, 2011

11:00 AM - 10:00 PM

THE RITZ-CARLTON, WASHINGTON, DC

IT TAKES ALL TYPES TO KEEP THE BEAT GOING. DONATE BLOOD.

NOVA

2011 Ribbon Worldwide Family Carnival Picnic

Wednesday July 27, 2011

12:00pm - 4:00pm

GREAT SAVINGS!

BUY 1 GET 1 FREE SMALL SHAVING FOAM BUCKET	BUY 1 GET 1 FREE SMALL SHAVING FOAM BUCKET	BUY 1 GET 1 FREE SMALL SHAVING FOAM BUCKET
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Dulles GOLF LINKS & SPA

Super Family Fun Savings

Power Tee

703-404-8800

OPEN HOUSE

BRIGGS, BREWS & BBQS

APRIL 21, 2011

Double GOLF ACADEMY

"Laughing Kids" Golf School, Club Fitness & Training Facility!

18 HOLE GOLF SHOP, JUVENILE CLUBS AND MECHANICAL SERVICES, LIGHTS & SOUND, BAR WITH PREMIUM BEER & BOTTLE SERVICE, LUXURIOUS CLUB RESTROOMS

Dulles Golf Center

703-404-8800

18 HOLE GOLF SHOP, JUVENILE CLUBS AND MECHANICAL SERVICES, LIGHTS & SOUND, BAR WITH PREMIUM BEER & BOTTLE SERVICE, LUXURIOUS CLUB RESTROOMS

DULLES Beach Volleyball (DBV)

Dive Into The Sand at Dulles Beach Volleyball (DBV)

Adult and Junior Clinics DBV offers great volleyball clinics for juniors and adults. Visit our website for details.

Gemstone Panning

at DULLES GOLF LINKS & SPA

Fun for young & old!

Youth For Tomorrow

Girls

THE JOURNEY PROGRAM

Support, Courage, Growth

SALE

LUXURY | STYLE | VALUE

imi

imi

LUXURY | STYLE | VALUE

HEART 2 HEART Gala

FEBRUARY 16, 2012

imi

Country Fair

Fun for kids of all ages!

SPRING CLEARANCE SALE

imi

gam online ordering

customized just for your company



Looking for an easy way to place orders and speed up delivery times? Ordering online gives you the flexibility to place orders at any time and from anywhere, guaranteeing quick delivery and enabling your business to meet today's demanding time-to-market expectations. Our online storefronts are customized with your company's brand and are set up to help you order business cards, notepads, letterhead, brochures, promotional items, forms and much, much more. If you have to have it now, our online ordering system is for you.



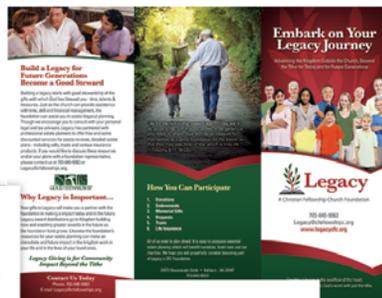
branding

what does your company stand for,
and how are you different?

A company's "brand" comprises the written, visual and verbal communication elements that convey the organization's purpose and promise to its clients and prospects. GAM's refined process for building a strong brand - or modifying an existing one - has been a recipe for success. Discovering what matters most to your target audience can influence everything from key messages and taglines to colors and fonts, logo style and photography choices, and ultimately will help identify the most effective marketing materials, tools and plan for your organization.

GAM Services include:

- Brand Strategy
- Logo Design
- Corporate Identity Packages
- Messaging and Positioning
- Tagline Development
- Graphic Standards Guides



marketing

what is your biggest challenge when it comes to marketing?

Marketing and marketing strategy begins with asking the right questions. GAM has been helping our clients grow and market their businesses for almost four decades. We ask the challenging questions and take you through a process to discover the right marketing mix for your organization in today's competitive world.

How do we lead you to success?

Knowing that all businesses are not the same, we research your top competitors, industry trends and marketplace differentiation factors to create a plan of unique marketing opportunities for strategic implementation.

Why is GAM right for so many companies?

GAM offers both experience and a full range of services so that as your company grows, we can support you every step of the way. Our knowledgeable staff is ready and available to meet with you regardless of what stage you are in with your marketing efforts.

GAM Marketing Services Include:

- Marketing Recommendations
- Facilitated Discussions
- Marketing Plan Development and Execution
- Strategic Research
- Budgets and Goal Setting

The image displays a variety of marketing materials for two major blood drives. In the center is a mascot of a bald eagle wearing a red and white Washington Capitals jersey. Surrounding the mascot are several promotional posters and flyers:

- Washington Capitals Blood Drive:** Multiple posters featuring the mascot and text such as "BOBBLEHEADS ARE BACK!", "WASHINGTON CAPITALS BLOOD DRIVE", "Reality Check - Blood Saves!", and "Welcome to the WASHINGTON CAPITALS BLOOD DRIVE". One poster includes a "COMPLETED" badge for a drive on Saturday, March 1, 2014.
- Washington Redskins Blood Drive:** Posters with the headline "How many lives will you save today?" and "WASHINGTON REDSKINS BLOOD DRIVE". One poster promotes a "BE A HOMETOWN HERO" drive on January 10, 2015, from 7 a.m. to 4 p.m. at Redskins Park.
- Other Materials:** Smaller flyers for "Meet Redskin" (a limited edition chance to win a 2015 VIP) and "DONORS WILL BE T-SHIRT" are also visible.

graphic design

enhancing the impact of your message

The overall design of your piece must be thought out carefully to add value to your product. All graphic elements – pictures, images, colors and textures – must be thought out carefully so they will add value to your printed product. Quality graphic design entices readers, drawing them in and guiding them through your message. As a visual backdrop, a product's design must supplement the message without competing with it.

Classic or contemporary, bold or understated, whimsical or sophisticated, GAM will design products with your audience, message and company image in mind. And, our designs will work across a range of products, giving you materials with a cohesive, complementary look, which adds further to your image branding.



corporate identity

creative imagery that defines who you are

Your corporate identity represents who you are and what you do. When properly designed and displayed, good corporate identity will say as much about your organization as your messages do.

At GAM, we create corporate identities that are designed to last. By working closely with you, we can create an identity that is:

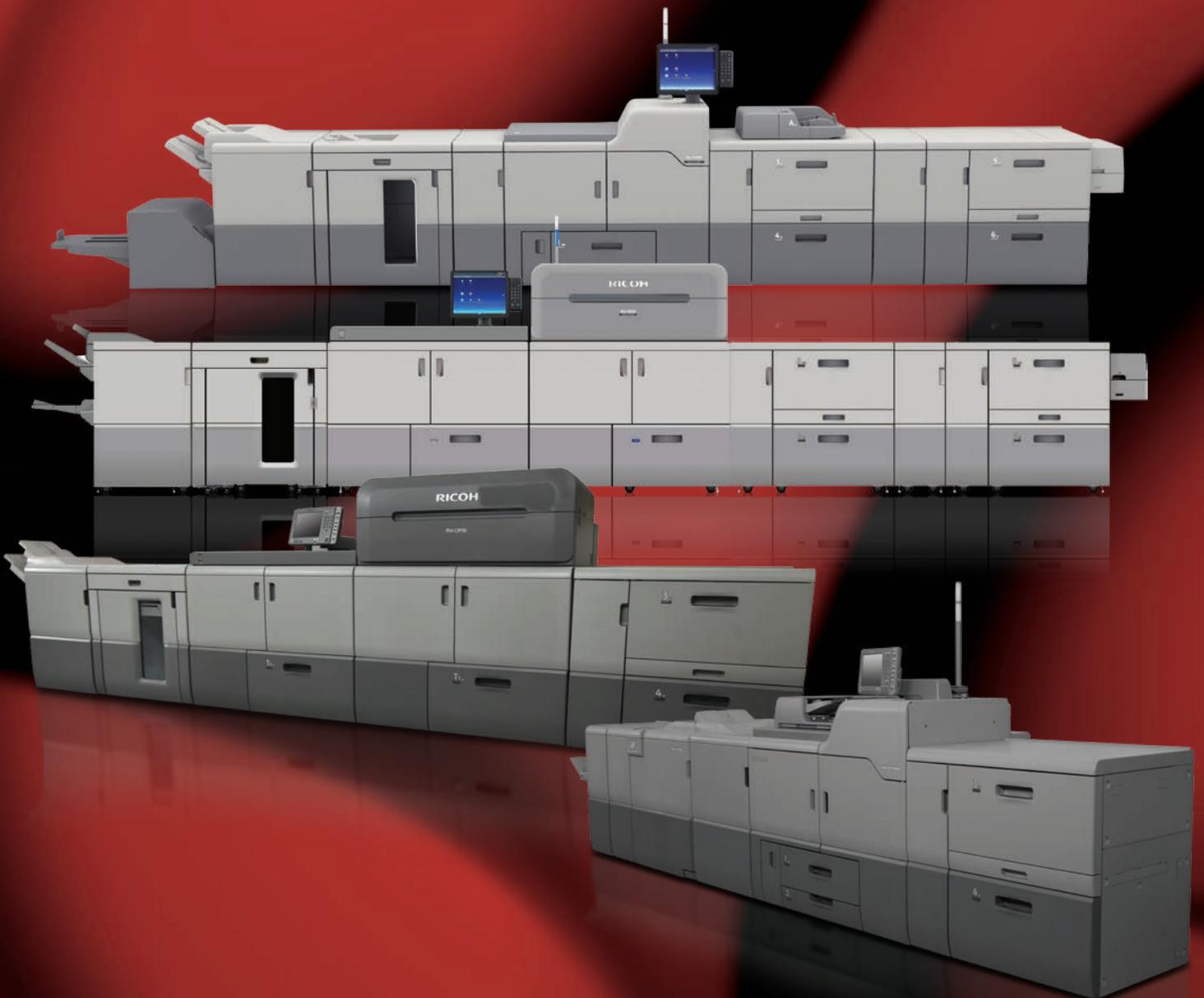
- ▶ Distinct – It must be associated only with you
- ▶ Unique – It must set you apart from your competition
- ▶ Understandable – People who see your logo must understand what it means
- ▶ Identifiable – It must make people associate the image automatically with you
- ▶ Adaptable – It must work well on a variety of materials: stationery, printed or web-based marketing materials, advertising, signage and promotional items



what you need, how you need it and when you need it

At GAM, we know printing. Whether your job calls for traditional offset, short-run digital or wide-format printing services, we can deliver.

Our spacious, state-of-the-art facility houses equipment and staff capable of accommodating any and every printing need imaginable. At GAM, you'll find all the services you need to turn your project ideas into reality and get them out the door.



digital printing

high-quality color for smaller quantities

When you want high-quality color in limited quantities, our digital printing services are a perfect solution. Digital printing produces high-resolution color and precision at costs you can only get with offset printing in much higher quantities. Call on GAM's digital printing services for fliers, postcards, brochures, event tickets, and other smaller-quantity materials.

GAM also offers high-quality, high-speed black-and-white copy services for quick-turnaround jobs and mail-merge projects.

offset printing

options to meet a range of needs

From simple, black-on-white to spot color for highlight or full-color printing to really make an impact, GAM's high-quality, efficient offset presses will produce products that meet your needs precisely. Offset printing is ideal for short, medium and long-run quantities of such products as brochures, newsletters, direct mail pieces, booklets, and stationery.



bindery and finishing

pulling it all together

GAM's bindery and special finishing services pull your printed piece together and add finishing touches that make it really stand out. Whether your piece calls for saddle-stitch or spiral (Wire-O or GBC) binding, we've got what it takes. We also provide elegant foil stamping, die-cuts and blind embossing for special effect, as well as lamination for durability. Together, these services help to ensure that your finished products make a lasting, positive impression.



mailing services

eliminate hassle while saving time and money

Your print materials are complete. Your challenge now is to get them delivered. Using multiple vendors for one project requires coordination and time, and often adds cost. GAM's in-house mailing services enable you to get your whole job – from start to finish – done in one place.

Your materials move directly from our bindery to our mail services department, and then out the door. GAM's mailing services include mailing set up, label printing and document labeling; tabbing, sorting, bulk prep and banding; and delivery to the post office rather than to another vendor for processing.

promotional products

put your image in their hands



Do you want to thank a client? Need trade show giveaways? Want to promote teamwork or recognize your staff with awards or tokens of appreciation? If you want to put your name or message into people's hands creatively, call on GAM. We can imprint your company name, logo and message on just about anything – plaques and trophies, ribbons, coffee mugs, keychains, shoelaces, tote bags – you name it. By recognizing your customers, staff and prospective clients with specialty items produced by GAM, you'll boost your brand recognition.



wide-format printing

when you need big and bold



GAM's wide-format printing is ideal for posters, signage, murals and other large products. Our equipment can create images of up to 60" in one pass and offers versatility not commonly available with other printing processes. Whether you need one or 100, and whether you want it on paper, fabric, metal or another material, if you need large, you need GAM.



what's a wrap?

A "wrap" is the most innovative product to hit the advertising world in years! Think of a wrap as a full-color mobile billboard. However, a wrap doesn't have to be only on a car. Wraps can also be on walls, floors, or just about any surface. Our customers have wrapped everything from fleets of vehicles to office windows and walls.

why should you get a wrap?

- ▶ Numerous studies indicate that wraps are, dollar for dollar, the single best form of advertising available today. Wraps are unique, innovative, attention-getting, and cost less than all traditional forms of advertising.
- ▶ Did you know that a wrap is 40 times more cost-effective than a standard television ad?
- ▶ As a consumer, think about the last time you actually sat through a television commercial. Now, what did you think the last time you saw a quality vehicle wrap? Wraps work for your company 24-hours-a-day, seven-days-a-week, and all for a one-time advertising expenditure.
- ▶ Vehicle advertising generates between 30,000-70,000 daily impressions.
- ▶ One out of three Americans do not read a daily newspaper or watch local TV news broadcasts, but 96% of Americans travel in a vehicle each week as either a driver or a passenger.
- ▶ A vehicle wrap typically costs less than the set-up and first two months of a billboard advertisement. And a vehicle wrap typically lasts for 3 plus years!



see what a difference gam can make

before

after gam





ENTRANCE



LARGE FORMAT SHOWROOM

LARGE FORMAT SHOWROOM



RECEPTION



WAREHOUSE



LARGE FORMAT SHOWROOM

