



CATALOGS

fully-customized • compliant • simple process



AG PRINTERS

Your product catalogs will be fully-customized, cover-to-cover, including unique product areas created specifically for you and your needs. Then, we'll back it up with the best customer service in the industry.

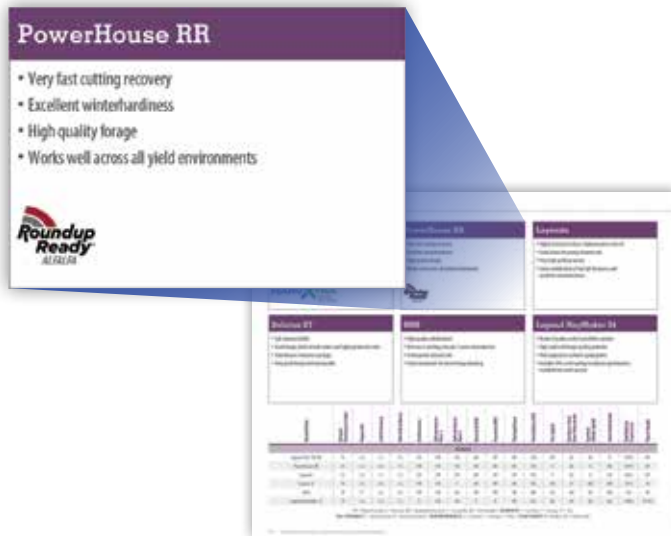
Not only will we make you look good, we'll handle all your compliance needs – you don't need to worry about a thing! Simply talk with our design team and we'll do the rest.

PRODUCT AREA

STYLE

DATA ORGANIZATION

Bullets Only



LANDSCAPE EXAMPLE



PORTRAIT EXAMPLES

Bullets & Graph/Table



LANDSCAPE EXAMPLES

PORTRAIT EXAMPLE

PERSONALIZATION

UPGRADES

Bullets, Graph, & Table



PORTRAIT EXAMPLE

LANDSCAPE EXAMPLES

Bullets, Graph, Table, & Miscellaneous

The product areas featured can always be customized to your company's needs. Indicators such as trait logos, can be added to any of these product areas without affecting the overall layout.



PORTRAIT EXAMPLE

LANDSCAPE EXAMPLE

STYLE

Product areas can include a combination of add-ons such as charts, notes, or testimonials to enhance the layout throughout the catalog.

[illegible]

CONVENTIONAL CORN BRANDS											
1781			2850			2855			2855A		
<ul style="list-style-type: none"> Early harvest with a fast disease Excellent heat and drought Developed for maximum growing conditions Excellent leaf appearance 			<ul style="list-style-type: none"> Earlier to maturity Excellent disease 200 bushels per acre 			<ul style="list-style-type: none"> Excellent disease Improved yield in marginal soils 200 bushels per acre Excellent leaf appearance 			<ul style="list-style-type: none"> Excellent disease Improved yield in marginal soils 200 bushels per acre Excellent leaf appearance 		
3915			3920			3955			3955A		
<ul style="list-style-type: none"> High yielding, tolerant for better yields Excellent yield in wet soils Adapted to wet soils Good yield for best yields Multiple stress in production soils 			<ul style="list-style-type: none"> Excellent yield Less yield in wet soils with excellent stress tolerance Good yield Good yield 			<ul style="list-style-type: none"> Excellent yield Excellent tolerance of drought stress Good performance with higher populations Excellent yield 			<ul style="list-style-type: none"> Excellent yield Excellent tolerance of drought stress Good performance with higher populations Excellent yield 		
Company	Brand	Age	Yield	Yield	Yield	Yield	Yield	Yield	Yield	Yield	Yield
Danisco	188	75	20-25	2000	40	20	20	20	20	20	20
Danisco	2850	85	20-25	2000	40	20	20	20	20	20	20
Danisco	2855	85	20-25	2000	40	20	20	20	20	20	20
Danisco	2855A	85	20-25	2000	40	20	20	20	20	20	20
Danisco	3915	85	20-25	2000	40	20	20	20	20	20	20
Danisco	3920	85	20-25	2000	40	20	20	20	20	20	20
Danisco	3955	85	20-25	2000	40	20	20	20	20	20	20
Danisco	3955A	85	20-25	2000	40	20	20	20	20	20	20

	Relative Maturity	AgriPure Viptera® 3T11	AgriPure Artesian®	Drought	Emergence	Seedling Vigor	Plant Height	Ear Height	Stalk Strength	Root Strength	Green Snap	Staygreen
Phoenix												
5800BR	107	x	x	9	7	7	8	6	6	8	6	6
5352A4	109	x	x	9	7	8	7	6	6	5	6	5
5832A4	112	x	x	9	8	8	7	8	6	6	6	8
6522A4	114	x		8	6	8	6	7	7	5	6	7
6507A3	115			7	6	6	7	8	5	7	8	7
6542A4	116	x		6	6	7	6	5	7	5	7	7
7402A4	118	x		7	7	7	7	7	6	6	7	8

2021 Corn Portfolio

Plant Characteristics

Portfolio	Relative Maturity	Aggressive Winter 2021	Aggressive Summer	Drought	Emergence	Seedling Vigor	Plant Height	Ear Height	Stalk Strength	Root Strength	Green Snap	Harvest
96200R	107	x	x	5	7	7	6	6	6	6	6	6
96224A	109	x	x	5	7	6	7	6	6	6	6	5
96224A	112	x	x	5	6	6	7	6	6	6	6	6
85224A	114	x		6	6	6	6	7	5	6	6	7
66073A	115			7	6	6	7	6	5	7	6	7
65424A	116	x		6	6	7	6	5	7	5	7	7
74624A	118	x		7	7	7	7	7	6	6	7	8

Disease Ratings

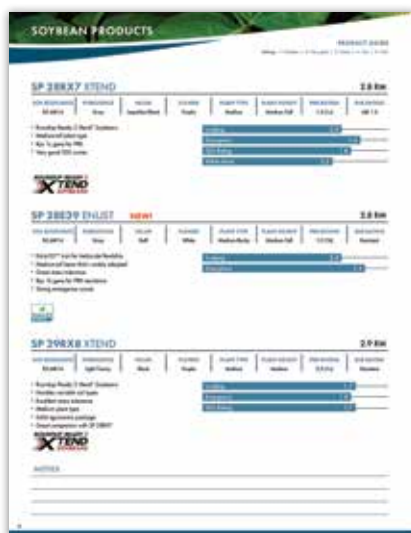
Portfolio	Relative Maturity	Aggressive Winter 2021	Aggressive Summer	Dry Leaf Spot	Northern Corn Leaf Blight	Gray Wilt	Southern Corn Leaf Blight	Excerpt	Anthracnose Stem Rot	Fusarium Ear Rot	Common Rust
96200R	107	x	x	6	6	5	-	-	-	-	-
95324A	109	x	x	5	7	6	5	-	6	6	-
85224A	112	x	x	7	6	7	7	-	-	-	-
85224A	114	x		4	7	6	7	5	6	6	-
66073A	115			6	6	5	5	6	-	7	-
65424A	116	x		5	6	7	7	5	7	6	4
74624A	118	x		7	7	6	7	-	-	-	-

Best Choice
Good Choice
Average to Slightly Better Average
Not Recommended

PERSONALIZATION

UPGRADES

Notes



PORTRAIT EXAMPLES



LANDSCAPE EXAMPLE

Testimonials



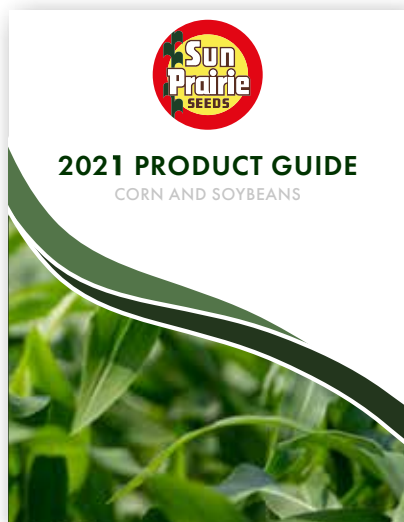
“Brunner Seed offers top-notch products at a great price. The salesmen provide valuable knowledge and support, as well as, excellent service and in season deliveries.”

—Randy Kitzhaber

MINIMAL STYLE

- Modern
- Clean
- Impactful
- Calculated
- White Space
- Balanced
- Sophisticated
- Pronounced
- Distinct Forms

SPREAD EXAMPLE



COVER EXAMPLES



CLEAN FONTS



PHOTOS WITH NEGATIVE SPACE

PERSONALIZATION

UPGRADES



Customize your look!

Styles can be mixed and matched!



SP 2408 Conv.		EAR HEIGHT	EAR TYPE
PLANT HEIGHT	Medium-Tall	Medium	Semi-Flex
<ul style="list-style-type: none"> 108 day conventional hybrid Excellent stalks and roots Very good test weight and grain quality Medium-tall plant with semi-flex ears Superior agronomics and plant health 			
SP 2488 GSS RIB		EAR HEIGHT	EAR TYPE
PLANT HEIGHT	Medium	Medium-Low	Semi-Flex
<ul style="list-style-type: none"> Excellent yield for maturity Good disease tolerance Consistent girby ears Responds to management Very good grain quality 			

WHITE SPACE PRODUCT AREAS



BALANCED

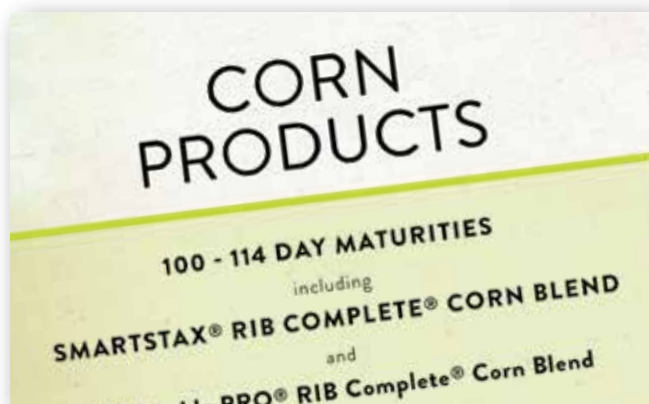
TRADITIONAL STYLE

- Classic
- Familiar
- Established
- Straightforward
- Focus on Photography
- Clean
- Structured

SPREAD EXAMPLE



COVER EXAMPLES



SIMPLE FONTS



STRAIGHTFORWARD

PERSONALIZATION

UPGRADES



Customize your look!

Styles can be mixed and matched!



CLASSIC PRODUCT AREA STRUCTURE

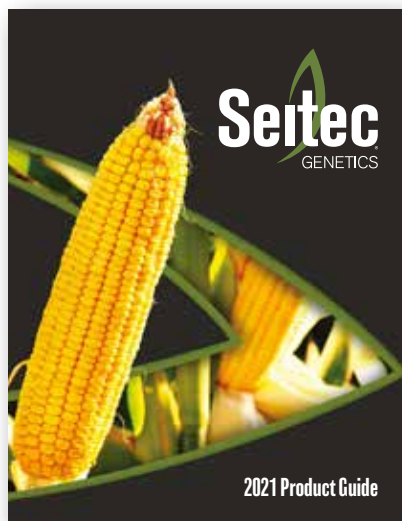


FOCUS ON PHOTOGRAPHY

CONTEMPORARY STYLE

- Fresh
- Experimental
- Innovative
- Individualistic
- Bold Colors
- Crisp Lines
- Font Integration
- Present Day Trends

SPREAD EXAMPLE



COVER EXAMPLES



TRENDING FONTS



CRISP LINES

PERSONALIZATION

UPGRADES



Customize your look!

Styles can be mixed and matched!



BOLD COLORS

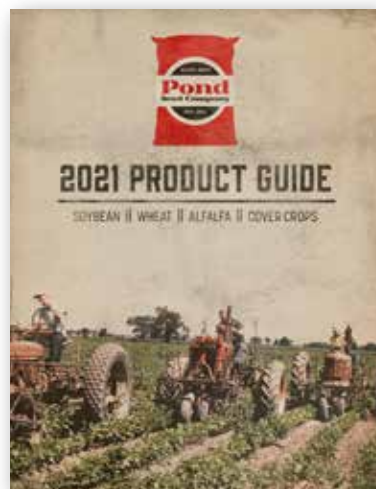


EXPERIMENTAL

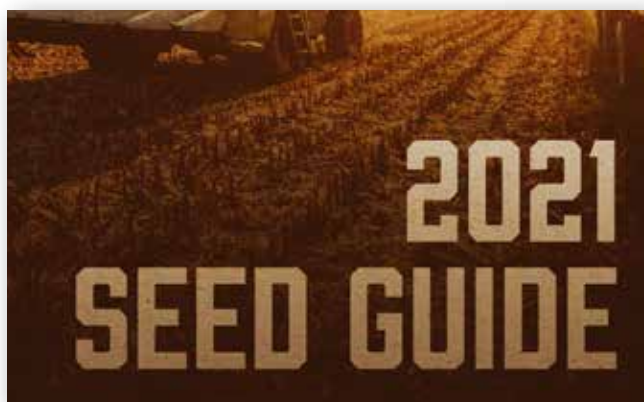
RUSTIC STYLE

- Textures
- Rugged
- Natural
- Nostalgic
- Casual
- Personal
- Distressed
- Relaxed

SPREAD EXAMPLE



COVER EXAMPLES



LETTER PRESS STYLE FONTS



RUSTIC TEXTURES

PERSONALIZATION

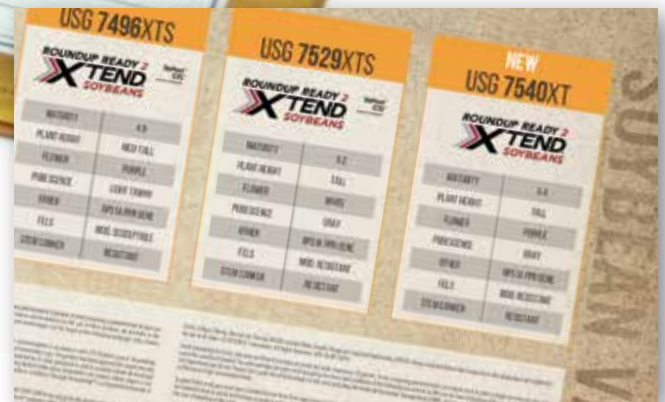
UPGRADES



Customize your look!
Styles can be mixed and matched!



NOSTALGIC PHOTOS



TEXTURED PRODUCT AREA

PRODUCT PAGE PERSONALIZATION

Product Introduction

A beautiful photo and paragraph explaining why your product excels is a quick and easy way to make your catalog stand out.



DESIGNER TIP!

Got a Smartphone?

You *don't* have to have a professional camera to take professional photos. Smart phones can produce high quality photos that can be incorporated throughout your catalog.

Things to Keep in Mind

Composition and Content – Interesting angles and unique photos that add personality can take your catalog to the next level.

Resolution – Send at the highest resolution possible. Photos must be 300 DPI.

Variety – From team pictures, to photos in the field, to pictures through the years, we can incorporate a variety of photos throughout your catalog.



The sky is the limit for personalization!

Have ideas not listed?

Feel free to talk through them with your designer. We can work with any content you give us.

PERSONALIZATION

UPGRADES

Testimonials

Let your **NEW** and **returning customers** realize how great your products perform. A testimonial from a satisfied customer will always shine a positive light on your company!

JIM DRAFALL | JUDA, WI

Miller Hybrids' lineup of alfalfa products is second to none. The Profusion Hybrid and Seneca have been the backbone of my alfalfa sales. I especially like the quality and longevity of the stands of my Seneca fields.

Hi-Geat 360

Fluorescence of Stem	Fluor
Bacterial Wilt	HR
Fusarium Wilt	HR
Verticillium Wilt	HR

Profusion-HX

Fluorescence of Stem	Fluor
Bacterial Wilt	HR
Fusarium Wilt	HR
Verticillium Wilt	HR

MA-35PB

Fluorescence of Stem	Medicine
Bacterial Wilt	HR
Fusarium Wilt	HR
Verticillium Wilt	HR

MA-482RL

Fluorescence of Stem	Medicine
Bacterial Wilt	HR
Fusarium Wilt	HR
Verticillium Wilt	HR

Seneca

Fluorescence of Stem	Fluor
Bacterial Wilt	HR
Fusarium Wilt	HR
Verticillium Wilt	HR

Notes

Great for your sales team out in the field!

Highlight specific information for your customers or suggest products that work in their fields. Notes, cell numbers, and emails can also be organized in these areas.

SOYBEANS

Joe Fischer
765-123-4567
jfisher@mail.com
→ contact about BG 9380

Gira Smith
317-098-7654
CSmith@online.com
→ contact about BG 6360

BG 6360LLGT27 3.8 RM
LIBERTYLINK G127
→ Excellent agronomics for PRR, FBL, BGR, and SDS
→ LibertyLink® G127™ variety with awesome ECB performance
→ Excellent lateral branching so give it "room to play"

BG 9380E3 3.8 RM
ENLIST E3
→ Very attractive taney 'red' Enlist E3™ variety
→ Excellent tolerance to Frogeye, Leaf Spot, and SDS
→ Excellent agronomics and soil type adaptability

COMPANY PERSONALIZATION

President's Message

Here's your chance to highlight this year's accomplishments to the customer. A president's message is a great way to showcase all the positive aspects of the company.

DESIGNER TIP!

Add a Personal Touch

Your publications give customers an impression of your business. Are current pieces sending the right message? Using your catalog to showcase a personal side of business makes your team more relatable and more trustworthy.

We recommend reserving the first pages for sharing more about your team, mission or even customer testimonials. This is a great place to feature team photos and give a friendly face to your company.

— SUN PRAIRIE SEEDS —
STRONG TRADITION AND BOLD FUTURE

In 1937, a group of six progressive farmers and agriculturists founded Champaign County Seed Company to fulfill the needs of the local agricultural community. While honoring tradition, our goals and guiding principles are the same. Our employees are dedicated to serving farmers throughout the United States and selecting the products best suited for your individual soil and climatic conditions. We pledge to use our extensive experience and knowledge to help guide you, and your operation into making prosperous, informed decisions.

John Widick
 General Manager

SOYBEAN TECHNOLOGIES	
ENLIST	Enlist E3™ Soybeans
LLGT27	LibertyLink® GT27™ Soybeans
XTEND	Roundup Ready 2 Xtend® Soybeans

MEET OUR TEAM

	Rodney Irvin St. Joseph, IL 217.778.9053		Randy Keller McNabb, IL 815.303.3521
	Robert Taylor Flora, IL 618.662.9452		John Widick St. Joseph, IL 217.469.2351

The sky is the limit for personalization!

Have ideas not listed?

Feel free to talk through them with your designer. We can work with any content you give us.

PERSONALIZATION

UPGRADES

Team Directory

A team page benefits your company in more ways than one.

Familiarize your customers with your employees. Provide information about your company's structure. Allow customers to reach out to their dealers by adding contact information.

Team Directory

MARCIA POND
Marcia is a 1980s baby, born in the heart of the Midwest. She is a graduate of the University of Wisconsin-Madison, where she earned her Bachelor's degree in Business Administration. She is currently a graduate of the University of Wisconsin-Madison, where she earned her Master's degree in Business Administration. She is currently a graduate of the University of Wisconsin-Madison, where she earned her Master's degree in Business Administration.

NICK WILKER
Nick is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

NICK STEYER
Nick is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

TRISTIN MILLER
Tristin is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

MARK GIBSON
Mark is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

OUR SALES TEAM

MIKE DIMAURO
Mike is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

SHANE HOPKINS
Shane is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

DAVE DELBERT
Dave is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

DEAN FINK
Dean is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

JACK KINNEY
Jack is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

BOB BRAY
Bob is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

REX STICKLE
Rex is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

CLIFTON HORN
Clifton is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

MITCH CLAPPER
Mitch is a 1980s baby, born in the heart of the Midwest. He is a graduate of the University of Wisconsin-Madison, where he earned his Bachelor's degree in Business Administration. He is currently a graduate of the University of Wisconsin-Madison, where he earned his Master's degree in Business Administration.

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Company Photos

Drive home your family values with company photos.

Featuring team photos helps your company form an approachable brand personality to customers and prospects. Show off your team and their families for an even more personal touch.

Pond Seed Co. SCOTT, OHIO

WE ARE HERE TO MAKE A DIFFERENCE.

It seems as if many companies show up at your farm with a 10-point list of why your should buy all your seed from them. Then they get back in their pickup trucks and return to some other store. At Pond Seed, we don't drive home to a different state, we live here with you. Instead of focusing on making a "sale," we strive to make a difference. A difference in our community where we all live and we all work. While some companies pay their money to put us field agents to advertise their products, we have taken a different path. We have implemented a "give me up" program that is done by no one else in the industry. For each of our field agents you are sponsoring your farm, we donate to local charities. We are farmers, we love growing. It's what we do. Last year, nearly \$3,000 was donated by you, our customers, to Wayne Town Local Schools to fund students that needed assistance. Business leaders in our community saw the need and their implementation of our program is just what our local schools, where you plant the right kind of seeds in life, you will harvest a stronger community. You don't need a seed company that makes a profit. You need a seed company with a desire to make a difference.

Our 2020 Making A Difference Programs

1. No Child Goes Hungry
2. Local FFA Chapters
3. 4-H in 5 County Fairs
4. Van Wert Apple Festival
5. Van Wert SWCD
6. Paulding SWCD
7. Scott Soil Fire and EMS
8. Scott Lions Club
9. Old Fashioned Farmer Days
10. Black Swamp Presaents Forever
11. Williams Co. Presaents Forever
12. Paulding County Black Swamp Conservatory

Meet the Team

FRED & MARCIA POND

Use maps for a variety of reasons. Highlight specific growing regions for easy product selection. Use a territory map for prospects to help locate their sales rep or dealer. Multiple sites? Pinpoint each location.

[illegible]

The sky is the limit for personalization!

Have ideas not listed?

Feel free to talk through them with your designer. We can work with any content you give us.

PERSONALIZATION

UPGRADES

Company History

You're proud of where you came from. Here's your chance to showcase it. Describe how the company started, or how much work you've put into your business to get it to where it is today.



GROW TOGETHER

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25 /	SOYBEAN CHARACTERISTICS
26 /	SOYBEAN HERBICIDE OPTIONS
27 /	ALFALFA PRODUCTS
28 /	WHEAT SEEDS
29 /	SOYBEAN AND TRACY SEEDS FINANCE OPTIONS

WWW.TRACYSEEDS.COM

DEAR FELLOW FARMERS,

As owner of an independent seed company I take pride in the fact that I am only a phone call away from you, the customer. It is important to me that you are satisfied with the products that I provide. Independence allows Tracy Seeds to offer a vast range of genetics and traits. I consider all of our customers a part of the Tracy Seeds family and invite you to visit our office anytime.

Josh H. Tracy - Owner/CEO

OUR HISTORY

Tracy and Son Farms, Inc started in 1935 near Madison, Wisconsin on 3.5 acres that produced 138 bushel hybrid seed corn. In 1938 Robert Tracy moved his operation to Rock County renting 360 acres. Currently Tracy and Son Farms own over 2,300 acres and farms over 3,000 acres.

Tracy Seeds resumed seed sales in 2005 and is owned by Robert's grandson Josh Tracy. We are dedicated to providing our customers with the highest quality of hand selected corn, soybeans, wheat, alfalfa and oat varieties. Your success is our success and is our main focus, "Let's Grow Together."

Tracy Seeds has transformed from a contract conditioner to marketing the Tracy's brand in seed corn and soybeans. We treat a variety of products; ask us about custom treating and packaging.

OUR MISSION

To provide high quality products and exceptional service at a fair price.

A Message from our President...

We've been working hard since 2005 to provide our customers with elite corn, soybeans and alfalfa. Despite industry wide consolidation, as an independent seed corn company our guiding principles of Partnership, Sustainability and Innovation keep us grounded and allow us to grow. Backed by our unique breeding program, our family owned business now allows us to focus our research on a regional market to provide the right products for your farm.

Whether you're a first-year customer or have been with us since the start, we appreciate your business and now intend to partner with you for a successful season.

Bob Miller
President
MILLER HYBRIDS

Miller Hybrids

A family company with a heart for research

Our History

Owner and President Bob Miller grew up on a farm in rural Ohio. During his youth he spent time observing corn plots with his uncle who was a local seed salesman. Observing how different hybrids reacted to differing soil types and weather conditions sparked an interest in agriculture that would later ignite a career path. In 1974, during his second year of college, Bob was involved in a study abroad term in Belize. For six weeks he worked on a research farm observing and evaluating wheat varieties and got to see firsthand the challenges local farmers faced. This sparked an interest in developing new plant varieties adaptable to local conditions to help ease the challenges. What was once the dream of a young Ohio boy to work on agriculture developed into a dream to help feed the world. This dream paved the way for a career in Plant Breeding and Genetics and the establishment of Miller Hybrids.

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YOUR SUCCESS STARTS HERE

Partnerships

We want to work together and use that to the best of our ability. We partner with you to understand what works best on your farm and then use our research and knowledge to give you a piece of the best genetics, trait and technology.

Innovation

Our approach never gives the right hybrid on the right farm. We not only source from the best seed and genetic providers, we source at elite germplasm level and advanced technology traits to develop our own unique lines.

SHIELDCoat™

In 2014 we introduced our proprietary seed treatment brand known as SHIELDCoat™. SHIELDCoat™ includes an industry leading fungicide and insecticide package to provide maximum protection for your seed.

Sustainability

Keeping this in business keeps us in business. We are committed to helping sustain you in any way we can and maximizing your yield per acre.

Breeding Program

While most seedlings and research are based off national performance, our research program focuses its efforts on identifying hybrids based off geographical performance. Each year over 1,000 hybrids are evaluated across a variety of soil types and climate patterns to develop consistent performing, top yielding hybrids for your farm.

Exclusive Partnerships

Miller Hybrids is the exclusive partner of Research Hybrids, which carries the Monarch trait and technology names.



COVER/PAPER UPGRADES



POCKET COVER

Keep your information in one place with a pocket cover. Perfect for business cards, tech sheets and more.



WIRE-O BINDING

Sleek and sturdy, this lay-flat binding helps your customers cruise your catalog and save their place without a bookmark.

DESIGNER TIP!

Try Something New

Does your catalog need a refresh? There are many exciting ways to enhance your book. Cover upgrades are a great option to make your catalog stand out. Pocket covers, die cuts, and wire-o binding are just a few ideas.

**SOFT-TOUCH**

Add some interest to your piece with a soft-touch cover. This velvety texture is sure to help your book stand out from the crowd.

**SPOT GLOSS**

Highlight your logo, wordmark and more with a touch of spot gloss. We'll apply a high gloss coating to a selective area to draw attention to what's important.

**UV**

Prevent fading of your catalog and create a slick, glossy finish with a UV coating.



COVER/PAPER UPGRADES



DIE CUT

Keep your piece interesting with cut-outs that entice prospects.



EMBOSSING

Draw attention to your tag line, or pop your logo off the cover to provide perfect eye-catching detail and extra emphasis to your catalog.



STAIR-STEP TABBING

Allow customers to navigate your catalog with ease with stair-step tabbing. Perfect for highlighting each seed type.

PERSONALIZATION

UPGRADES



SIZE

Add interest by choosing a unique size for your catalog. Large or small, portrait or landscape – we have the creativity and skills to give you an outstanding layout!

SUPPLEMENTAL SERVICES

- Brochures
- Postcards
- Tech Sheets
- Flyers
- Stationery



OTHER PRODUCTS

- Bag Tags and Bag Labels
- Field Sign Labels
- Placards
- Bulk Box Signage





AG PRINTERS

an sdi  innovations company

NEXT-LEVEL Marketing

From our first call, to your proof approval, we help you craft the perfect marketing piece for your business. You're a seed professional, not a designer ... with **your** products and **our** know-how, it's a winning combination!