



# 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

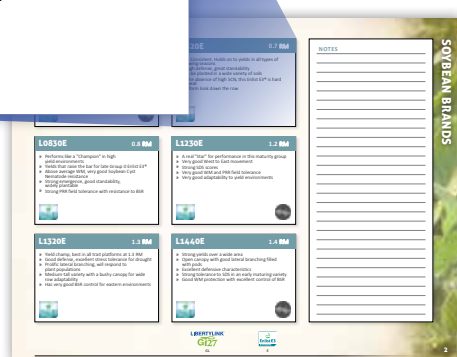
# DATA ORGANIZATION

## Bullets Only

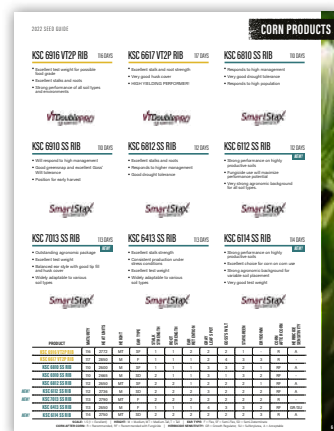
### L0820E

0.7 RM

- » Mr. Consistent. Holds on to yields in all types of growing seasons
- » Tough defense, great standability
- » Can be planted in a wide variety of soils
- » In the absence of high SCN, this Enlist E3® is hard to beat
- » Uniform look down the row

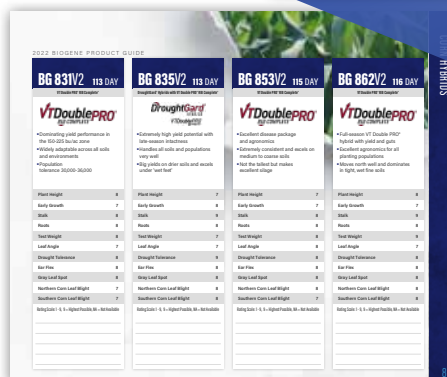


LANDSCAPE EXAMPLE



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 Chart

[illegible]

## PORTRAIT EXAMPLE

## 2021 Corn Portfolio

Plant Characteristics												
Phoscor	Relative Density	Aggressive Vegetative 2011	Aggressive Vegetative	Drought	Emergence	Seedling Vigor	Plant Height	Plant Height	Stalk Strength	Root Strength	Green Snap	Staygreen
59300R	107	x	x	9	7	9	8	8	8	8	6	6
59324R	108	x	x	9	7	8	7	6	8	5	6	5
59324R	112	x	x	9	8	8	7	8	6	6	6	8
60224R	114	x		8	6	6	6	7	7	5	6	7
60974R	115			7	6	6	7	8	5	7	6	7
60424R	116	x		8	6	7	6	5	7	5	7	7
74224R	119	x		7	7	7	7	7	6	6	7	8

Disease Ratings												
Phoscor	Relative Density	Aggressive Vegetative 2011	Aggressive Vegetative	Days to Leaf Out	Northern Corn Leaf Blight	Gray Stalk Rot	Gray Stalk Rot	Gray Stalk Rot	Gray Stalk Rot	Gray Stalk Rot	Gray Stalk Rot	Gray Stalk Rot
59300R	107	x	x	8	6	5	-	-	-	-	-	-
59324R	108	x	x	5	7	6	5	-	-	6	6	-
59324R	112	x	x	7	6	7	7	-	-	-	-	-
60224R	114	x		4	7	6	7	5	6	6	6	-
60974R	115			6	6	6	5	6	-	7	-	-
60424R	116	x		5	6	7	7	5	7	6	4	-
74224R	119	x		7	7	6	7	-	-	-	-	-

Best Choice	Good Choice	Average to Slightly Below Average	Not Recommended
59300R	59324R	60224R	60974R

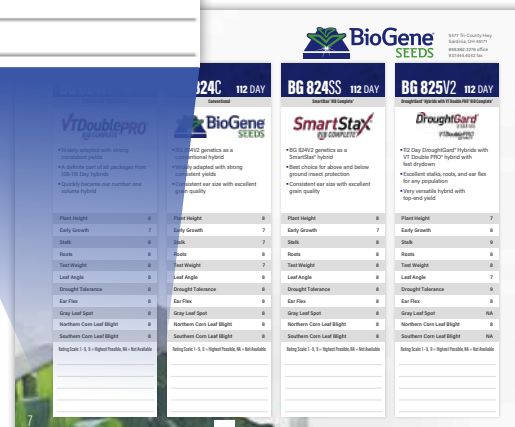
### PORTRAIT EXAMPLE

## UPGRADES

## NOTES



## PORTRAIT EXAMPLES



LANDSCAPE EXAMPLE

I'm a third generation  
Cornelius Seed customer.  
I continue to plant  
Cornelius because of  
the care and quality that  
goes into every bag of  
seed I plant. I can rely  
on the Cornelius Seed  
team year in and year  
out to provide service  
that is second to none.

*Brian Witt | Lanark, IL*



LANDSCAPE EXAMPLE

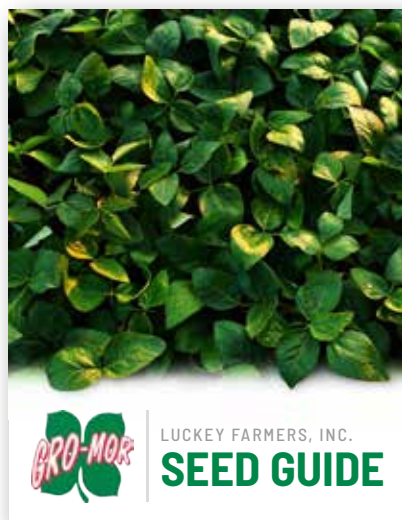
## PORTRAIT EXAMPLE

## MINIMAL STYLE

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

### SPREAD EXAMPLE

362 LLGT27	39XF1 XTENDFLEX
<p><b>LIBERTYLINK G27</b></p> <ul style="list-style-type: none"> <li>Very wide plant type will canopy very quickly</li> <li>Grows in high yielding environments</li> <li>Yields in corn when in stressful situations</li> <li>Strong DSI and lodging score</li> </ul> <p>LOOKING: 3.5</p> <p>SIZE: 2.5</p> <p>ENDURANCE: 3.5</p> <p>HEIGHT: 3.5</p> <p>WEIGHT: 3.5</p> <p>ENDURANCE: 3.5</p> <p><b>LIBERTYLINK G27</b></p>	<p><b>XTENDFLEX</b></p> <ul style="list-style-type: none"> <li>Yields well in plots</li> <li>Tall with good defense and standability</li> <li>Beautiful, healthy appearance</li> </ul> <p>LOOKING: 3.5</p> <p>SIZE: 2.5</p> <p>ENDURANCE: 3.5</p> <p>HEIGHT: 3.5</p> <p>WEIGHT: 3.5</p> <p>ENDURANCE: 3.5</p> <p><b>XTENDFLEX</b></p>
36XF1 XTENDFLEX	38 GT
<p><b>XTENDFLEX</b></p> <ul style="list-style-type: none"> <li>Performs well in southern Indiana and northern Kentucky</li> <li>Plot results were very positive</li> <li>Not a top for early season XtendFlex soybeans</li> </ul> <p>LOOKING: 3.5</p> <p>SIZE: 2.5</p> <p>ENDURANCE: 3.5</p> <p>HEIGHT: 3.5</p> <p>WEIGHT: 3.5</p> <p>ENDURANCE: 3.5</p> <p><b>XTENDFLEX</b></p>	<p><b>GLIMMER G27</b></p> <ul style="list-style-type: none"> <li>Solid defense package</li> <li>Medium height with good branching</li> <li>Yields well for GT beans</li> <li>Good double crop option</li> </ul> <p>LOOKING: 3.5</p> <p>SIZE: 2.5</p> <p>ENDURANCE: 3.5</p> <p>HEIGHT: 3.5</p> <p>WEIGHT: 3.5</p> <p>ENDURANCE: 3.5</p> <p><b>GLIMMER G27</b></p>



COVER EXAMPLES



CLEAN FONTS



PHOTOS WITH NEGATIVE SPACE

## PERSONALIZATION

## UPGRADES



**Customize your look!**  
Styles can be mixed and matched!



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

## WHITE SPACE PRODUCT AREAS



## BALANCED

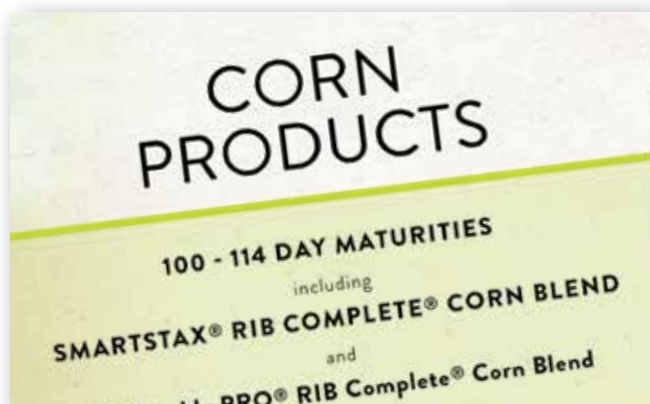
## TRADITIONAL STYLE

- 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

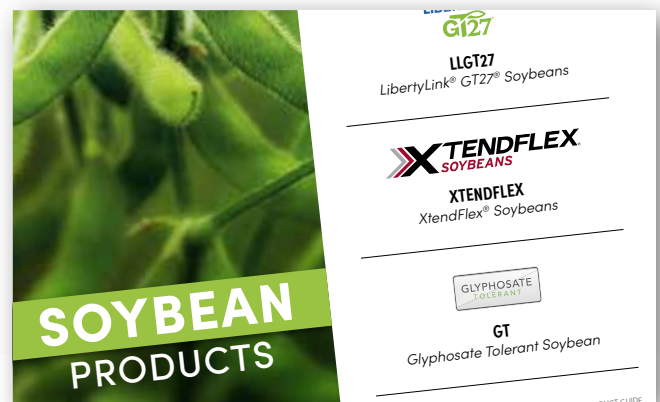
SPREAD EXAMPLE



COVER EXAMPLES



TRENDING FONTS



BOLD COLORS

## PERSONALIZATION

## UPGRADES



Customize your look!

Styles can be mixed and matched!



## CRISP LINES



## EXPERIMENTAL

## PRODUCT AREA

## STYLE

### RUSTIC STYLE

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

#### SPREAD EXAMPLE



COVER EXAMPLES



LETTER PRESS STYLE FONTS



RUSTIC TEXTURES

## PERSONALIZATION

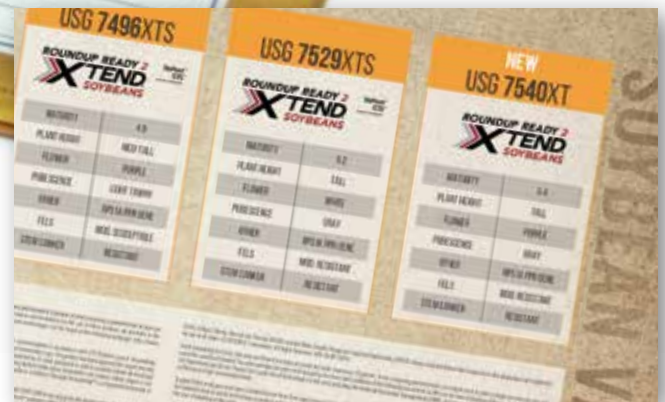
## UPGRADES



**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, S, BGR, and SDS  
→ LibertyLink® G127™ variety with awesome ECB performance  
→ Excellent lateral branching so give it "room to play"

**NEW 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

**BG 9390**

**GROUP** 3  
**EMERGENCE** 8.5  
**STANDABILITY** 7.0  
**IRON DEFICIENCY CHLOROSIS** NA  
**PHYTOPHTHORA** 8.0  
**PHYTOPHTHORA GENE** NO  
**BROWN STEM ROT** 8.5  
**SCLEROTINIA WHITE MOLD** NA  
**FLOWER COLOR** PURPLE  
**PLANT TYPE** SEMI-BUSH  
**PUBESCENCE COLOR** LIGHT TANNY  
**SCN RESISTANCE** R3, MR 14  
**SCN MARKER**

**GROUP** 3  
**EMERGENCE** 8.0  
**STANDABILITY** 9.0  
**IRON DEFICIENCY CHLOROSIS** 7.0  
**PHYTOPHTHORA** 7.0  
**PHYTOPHTHORA GENE** NO  
**BROWN STEM ROT** NA  
**SCLEROTINIA WHITE MOLD** NA  
**FLOWER COLOR** WHITE  
**PLANT TYPE** SEMI-BUSH PLUS  
**PUBESCENCE COLOR** TANNY  
**SCN RESISTANCE**

**GROUP** 3  
**EMERGENCE** 8.0  
**STANDABILITY** 9.0  
**IRON DEFICIENCY CHLOROSIS** 7.0  
**PHYTOPHTHORA** 7.0  
**PHYTOPHTHORA GENE** NO  
**BROWN STEM ROT** NA  
**SCLEROTINIA WHITE MOLD** NA  
**FLOWER COLOR** WHITE  
**PLANT TYPE** SEMI-BUSH PLUS  
**PUBESCENCE COLOR** TANNY  
**SCN RESISTANCE**

## 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.



### KITCHEN SEED COMPANY

#### A NOTE ABOUT OUR COMPANY

Kitchen Seed Company, Inc. was founded in 1974 by Phillip Kitchen. Our main facility is in Arthur, Illinois in the heart of Amish Country. We have continuously improved our conditioning, processing, packaging, and delivery systems beginning in 1976 with the construction of our modern seed plant. We have invested in keeping the plant up to date and are second to none in our ability to offer our customers the quality and service they have come to expect.

Phil has retired from the day to day operations, but all three of his children are active in the company. We intend on remaining an independent, family-owned company so that we have the freedom to offer our customers the best options available in seed genetics and traits. We consider our customers our friends and strive to earn their confidence by maximizing yields and keeping input costs down.

#### A NOTE ABOUT OUR PRODUCT LINE

Kitchen Seed Company, Inc. is proud of the fact that we can offer you the finest genetics that the seed industry has to offer. We carefully select our genetics so that we can offer the latest seed technology and traits best suited for the Midwest growing area.

We believe that KSC has one of the best lineups of corn, soybean, and wheat varieties available to the Midwest farmer at very competitive prices. We plant and evaluate seed plots throughout our marketing area in order to offer you the best selections for your soil type and location. We intend to live up to our motto:

**WE'LL GROW YOU ONE BETTER!**

### 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.

**MEET OUR TEAM**

Not Picture: **BUD LAYMAN** - VICE PRESIDENT - 888.862.3276 office - bud@biogeneseeds.com

**ALAN LAYMAN**  
PRESIDENT  
888.862.3276 office  
alan@biogeneseeds.com

**DREW LAWWILL**  
DIRECTOR OF OPERATIONS  
888.862.3276 office 937.515.1579 cell  
drew@biogeneseeds.com

**DWAYNE PRATHER**  
CLIENT SUCCESS PARTNER  
888.862.3276 office 937.515.0458 cell  
dwayne@biogeneseeds.com

**JAMIE LAYMAN**  
CLIENT SUCCESS PARTNER  
888.862.3276 office 937.515.0458 cell  
jamie.layman@biogeneseeds.com

**MARK RIGGS**  
CLIENT SUCCESS PARTNER  
888.862.3276 office 937.520.7399 cell  
mark@biogeneseeds.com

**JEFF WORKS**  
CLIENT SUCCESS PARTNER  
888.862.3276 office 937.515.1579 cell  
jeff@biogeneseeds.com

**NIKKI CARTER**  
DIRECTOR OF ADMINISTRATION  
888.862.3276 office  
nikki@biogeneseeds.com

**DONITA PRATHER**  
ADMINISTRATIVE ASSISTANT  
888.862.3276 office  
donita@biogeneseeds.com

### OUR SALES TEAM

**OUR SALES TEAM**

**MIKE BARNARD**  
Sales Representative  
888.862.3276 office  
mike@biogeneseeds.com

**DIANE HOPKINS**  
Sales Representative  
888.862.3276 office  
diane@biogeneseeds.com

**DAVE DELBERT**  
Sales Representative  
888.862.3276 office  
dave@biogeneseeds.com

**DEAN FIRM**  
Sales Representative  
888.862.3276 office  
dean@biogeneseeds.com

**JACK KINSEY**  
Sales Representative  
888.862.3276 office  
jack@biogeneseeds.com

**BOB BRAY**  
Sales Representative  
888.862.3276 office  
bob@biogeneseeds.com

**KEV STYCKE**  
Sales Representative  
888.862.3276 office  
kev@biogeneseeds.com

**CLAYTON HORN**  
Sales Representative  
888.862.3276 office  
clayton@biogeneseeds.com

**WITCH CLAVER**  
Sales Representative  
888.862.3276 office  
witch@biogeneseeds.com

### 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

**TABLE OF CONTENTS**

- Introduction 2
- Meet the Team 3
- Seed Products 4
- Seed Treatment 5
- At-life Products 6
- Wheat Products 7
- Specialty Seeds 8
- Legal Information 10

**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 Vol Fire and EMS
8. Scott Lions Club
9. Old Fashioned Farmer Days
10. Black Swamp Preschools Forever
11. Williams Co Preschools Forever
12. Paulding County Black Swamp Conservatory

**Introduction**

We are not here to make a profit. **WE ARE HERE TO MAKE A DIFFERENCE.**

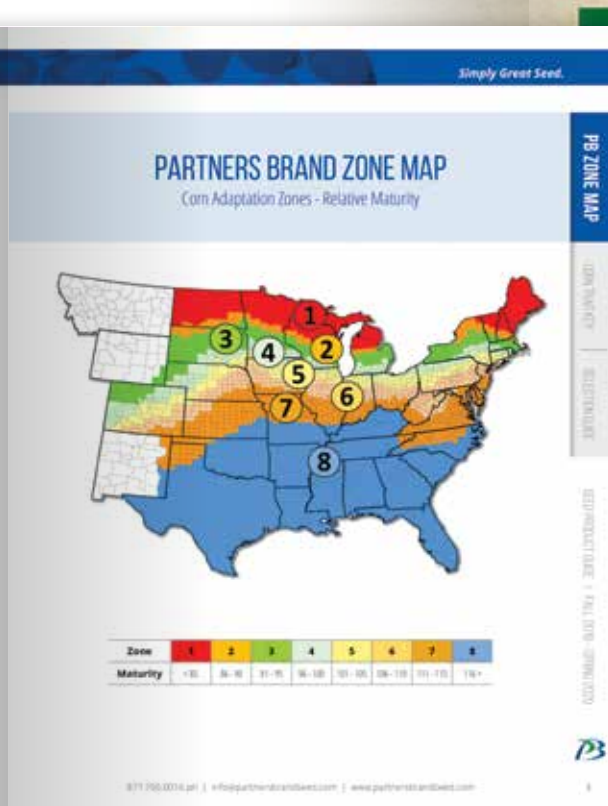
It seems as if many companies show up at your farm with a 10-point list of why your stand-out and your seed from them. Then they get back in their pickup trucks and return to some other state. At Pond Seed, we don't drive home to a different state, we live here with you. Instead of focusing on making a profit, we focus on making a difference. A difference in our community where we all live and we all work. While some companies pay their taxes and go home, we stay here. We stay here to make a difference. We have taken a different path. We have implemented a "Live Here" program that is done to do some good in the community. For each of our four regions you are showcasing your farm, we donate to local charities. We are farmers, we love growing. It's what we do. Last year, nearly \$2,000 was donated by you, our customers, to Wayne State Local Schools to fund students that needed assistance. Business leaders in our community saw the need and their commitment. Their program is led by other local schools. When you plant the right seeds of good 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 vision to make a difference.

**Meet the Team**

**FRED & MARCIA POND**

## Maps

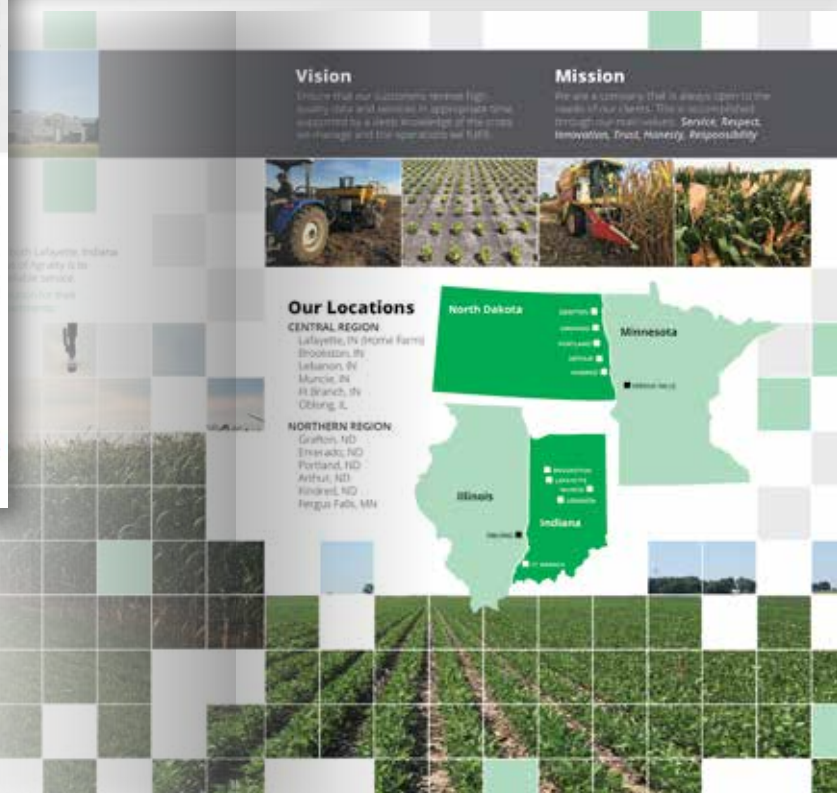
Use maps for a variety of reasons. Highlight specific growing regions for easy product selection. Use a territory map for prospects to help locate their sales rep or dealer. Multiple sites? Pinpoint each location.



## 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

18 /	SOYBEAN TECHNOLOGIES
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.

OUR HISTORY	2
CORN PRODUCTS	3
SOYBEAN PRODUCTS	23
ALFALFA PRODUCTS	33
LEGAL	34



#### YOUR SUCCESS STARTS HERE

##### Partnerships

We want to work together and use that as the way forward. 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 solves giving the right hybrids on the right farms. 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 your life and help you take and maximize 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-performing 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.

## PERSONALIZATION

## UPGRADES



### 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



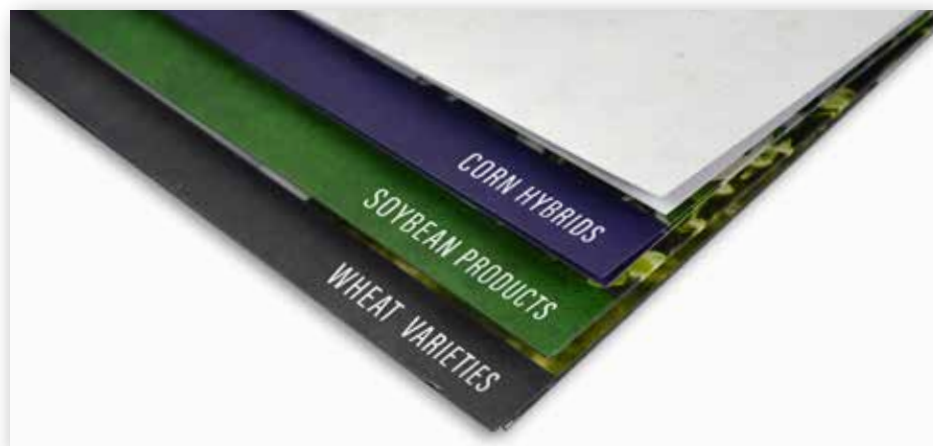
### DIE CUT

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!