



Logoworks

Overview

Founded in 2001, Logoworks is the world's largest and fastest-growing provider of graphic design services to small businesses. HP recently announced it has signed a definitive agreement to acquire Arteis, a privately held company that operates Logoworks, to leverage the company's technologies and services to provide small businesses with access to professional design services at a fraction of market cost. To date, Logoworks has empowered thousands of businesses with the same quality of design that used to be available only to larger businesses, at prices just a fraction of the cost.

Helping small businesses look big

Design and creation are the most costly components of creating marketing collateral. In fact, according to InfoTrends, it can account for 42 percent of the total cost.⁽¹⁾

Logoworks' mission is to help small businesses look great by solving a simple problem – getting well-designed logos or other graphic design services at an affordable price. To accomplish this, Logoworks pioneered a business model that leverages a team of designers on each project to eliminate the hassles and uncertainty of traditional graphic design while creating more variety and choice for the customer.

Small businesses work with some of the most experienced graphic designers from around the world to create solutions that help them look like a “big” business, including packages that range from professional yet affordable logo designs, to the development of a full suite of marketing collateral.

Looking ahead: HP and Logoworks

Through this acquisition, HP is broadening its portfolio of solutions for small businesses to better address their needs for greater marketing effectiveness. Logoworks is already a partner for HP's In-House Marketing solutions and their services are complementary with HP's color printing solutions and in-house marketing tools. HP plans to greatly expand and enhance Logoworks' simple-to-use, web-based design services and use independent print service providers to help deliver a great value to customers.

As the leading provider of printing solutions to small businesses, HP is in a unique position to provide small businesses the right mix of cost savings, flexibility and professional quality. With Logoworks, HP will continue to reduce high design and creation costs while offering professional quality to enable small business customers to drastically improve their marketing effectiveness.

⁽¹⁾ InfoTrends, The Cost of Business Communication Document Lifecycle & HP Pagecount Data, 2005.

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