



## Logoworks by HP

### Overview

Founded in 2001, Logoworks is the world's largest and fastest-growing provider of graphic design services to small businesses. On April 24, HP 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 prices well below industry norms. 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 professional

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.<sup>(1)</sup>

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: Logoworks by HP

As the leading provider of printing solutions for small business and the recent acquisition of Logoworks, HP is in a unique position to provide small business customers with the right mix of cost savings, flexibility and professional quality to improve their marketing effectiveness.

Logoworks allows HP to provide small business customers with an easy and affordable web-based service to design, develop and print marketing collateral. This delivers greater value to small business customers by expanding their printing options – they can print materials through the Logoworks by HP online service, in-house with an HP color printer or at retail through select independent print service providers.

Logoworks by HP is gearing up to become the printing engine for office superstores. Currently the technology is offered in more than 1,000 Office Depot “Design, Print & Ship Depot” stores nationwide, providing Office Depot customers with custom logo packages, business cards, professional letterhead and website design.

HP is also extending the Logoworks web-based service to Staples Copy & Print Centers nationwide through Business Cards in Minutes, a new service powered by Logoworks by HP that makes it easy for customers to design, proof and print professional-quality business cards in as fast as 30 minutes, versus the industry delivery time of three to seven

days. Staples is the first national retailer to offer this convenient service which lets customers add their personal content to a variety of Logoworks' professional design elements and print cards for business and social networking purposes.

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

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