*When the University of Iowa, in Iowa City, needed a custom-printed folder, they came to Corporate Image for high-quality and outstanding service. Our understanding of their needs has kept them coming back year after year.*

***University of Iowa***
Custom: Pocket Folder

Higher learning institutions, from major universities to small colleges, rely on Corporate Image for their pocket folder needs. The many styles and various lamination options make it easy to create customized folders that consistently reflect their school image and legacy. Our high-quality folders can showcase beautiful photographs of campus landmarks, mascot and logo graphics, as well as, school colors.

# Pocket Folders & Software Packaging

### Standard Pocket Folder

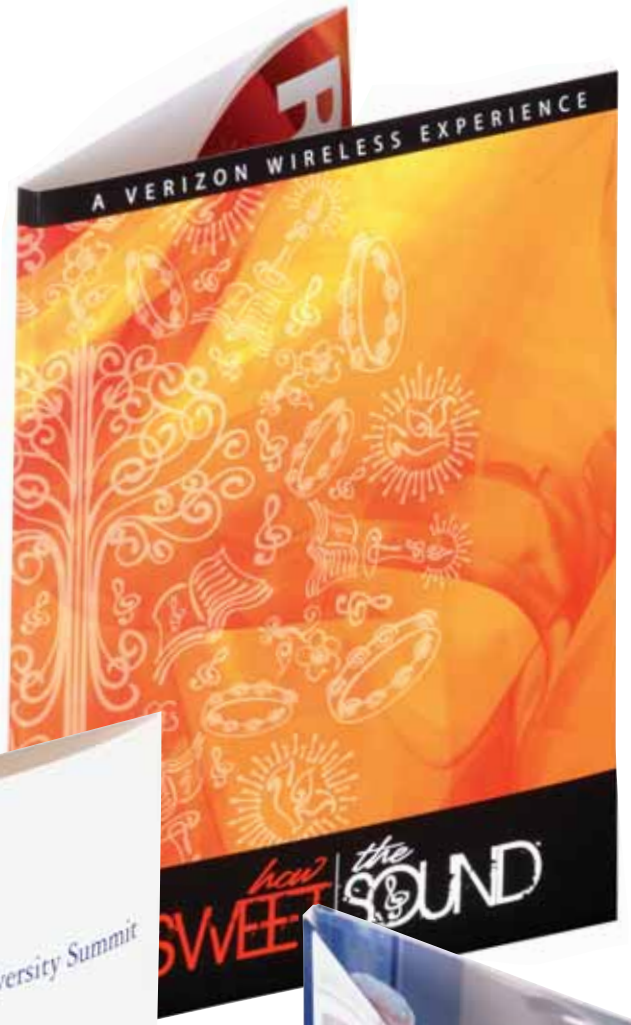
This multi-purpose business tool delivers a strong brand message as you present proposals, product information or company capabilities.

### Portfolio Folder

This option adds impact to your materials, with a portfolio closure that can be customized to enhance your design.

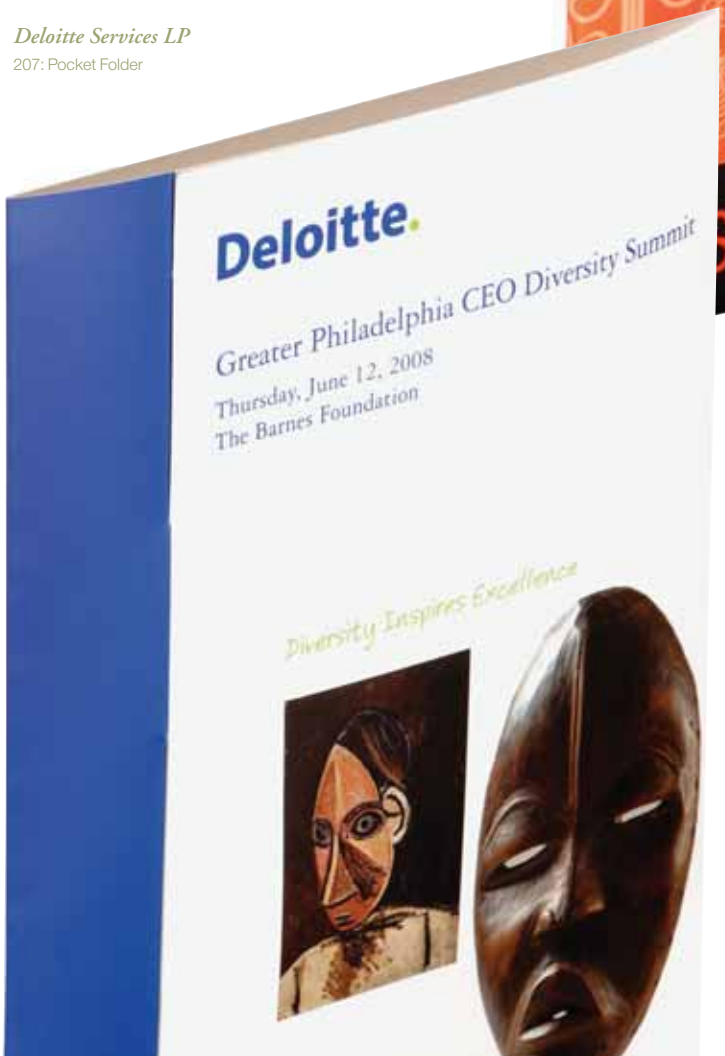
### Software Packaging

With multimedia package choices from simple sleeves, to mailers, to products that fit into binders, Corporate Image has the right solution for your needs.




*Momentum New York*
213: Pocket Folder

*Deloitte Services LP*
207: Pocket Folder



*OR-Live Inc*
Software Packaging

# Pocket Folders

durable
multi-use
attractive
eco-friendly
essential

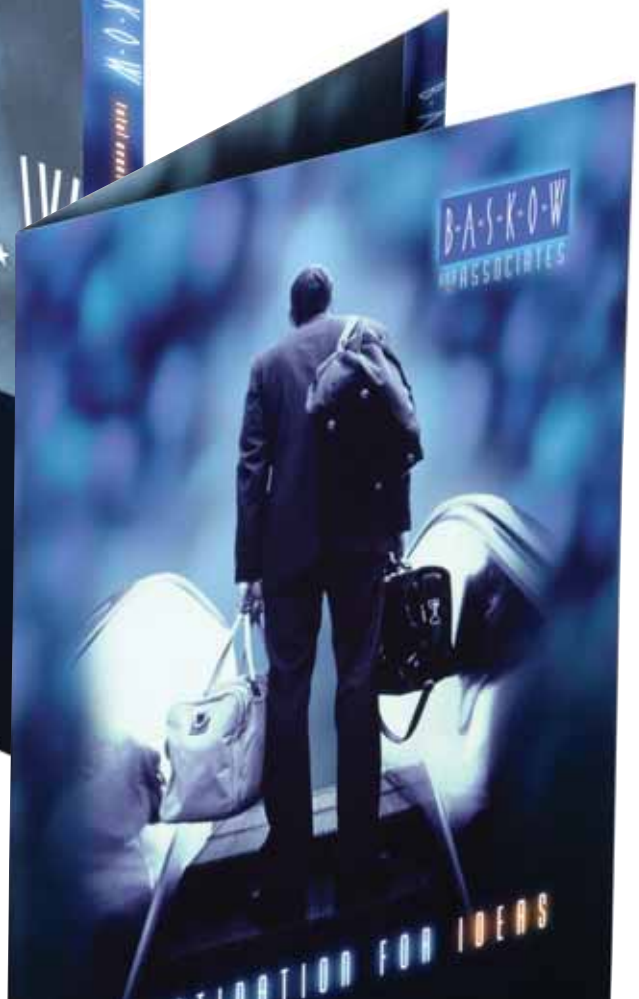
Why choose pocket folders from Corporate Image? Simple. It's what you don't see. It's the thought, design and engineering behind every folder we produce. Our approach is different, our company is different and our folders are different.

Known for our durable laminated folders, we've expanded your options, offering non-laminated folders created from new coated and uncoated paper stocks with 10%, 30% and 100% post-consumer waste.

**Materials**

- Eco-friendly FSC certified papers
- 10%, 30% and 100% recycled paper stock
- 12- or 18-pt. stock, coated or uncoated
- Four-color process soy inks
- Lamination optional (page 22)

*Baskow & Associates*
220: File Folder



## Design

We've reviewed every style in our collection, refining and improving, adding innovative tuck closures and inexpensive ship-flat formats. We have implemented efficient manufacturing techniques to reduce paper and energy used.

Uncoated, laminated or tuck closures, the choice is yours. And if you don't find the perfect format in this catalog, we'll work with you to create it.

- Unlimited design possibilities
- Full color graphics — inside and out
- Foil stamping
- Embossing
- **NEW!** Many new styles have been added to our collection
- One or two pockets
- Business card cuts
- CD/DVD slits

*Corporate Image*
6335: Glueless Pocket Folder

## GREEN INNOVATIONS

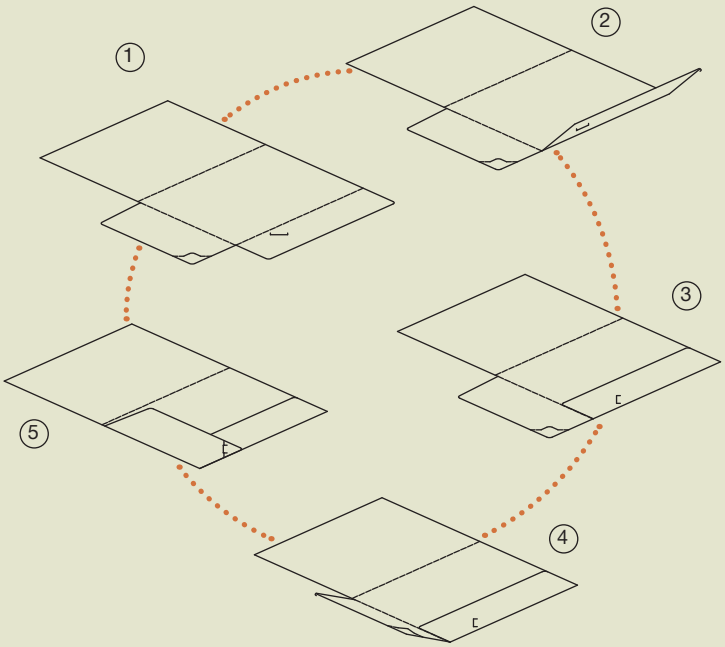
Improvement is an ongoing process at Corporate Image. Take pocket folders, for instance. We have an incredibly successful line of them. So, we certainly didn't have to launch a year-long review and redesign project. But that's exactly what we did. And the results are astonishing. Greener. Leaner. Smarter.

Our packaging designers and production team examined every single folder in our extensive die library. When formats could be scaled down to allow printing on a smaller sheet, they redesigned the die, reducing paper waste. Velcro® closures were eliminated and innovative tuck closures were designed, eliminating the need to remove the Velcro® before recycling the pocket folder.

They also created a new folder designed to ship flat and assemble on demand. Glueless folders are less expensive and take less energy to manufacture. They are a breeze to assemble. Just fold the scores, tuck where indicated and you have a multi-purpose folder. Ingenious! And they can go directly into the recycling bin when no longer needed.

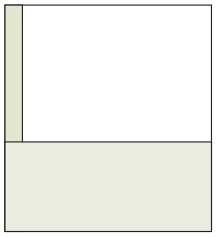
New FSC certified coated and uncoated paper choices have been tested and added to our line. They print beautifully and include stocks with 10%, 30% and 100% recycled content. The choice is yours.

### NEW! GLUELESS POCKET FOLDER



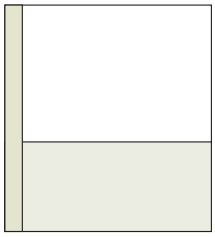
# Pocket Folders

*All-State Industries Inc*
File Folder



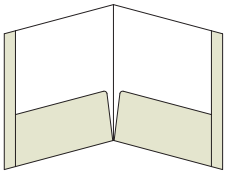
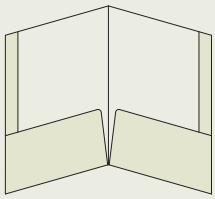
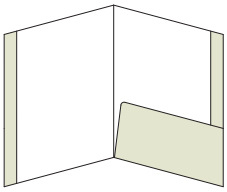
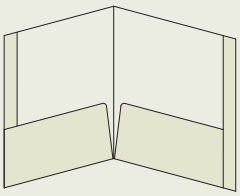
### Standard turn-ins under

- 8-3/4"(w) x 11-3/4"(h) with 4-1/2" pockets
- Pockets over the turn-in allow your graphics to span the entire width of the folder pocket
- Fits in a 9" x 12" envelope

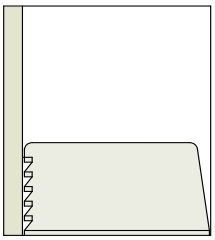


### Standard turn-ins over

- 9-3/4"(w) x 11-3/4"(h) with 4-1/2" pockets
- Pockets under the turn-in allow your graphics to extend from the front cover
- Very strong bond at pocket edge
- Fits in a 10" x 13" envelope

| features | style | description | size |
|---|---|---|---|
| Complete design flexibility.<br><br>Full color graphics inside and out.<br><br>Pocket Folders may be laminated to provide protection for your graphics and add to the durability of the binder.<br><br>Choice of gloss, semigloss or natural matte lamination. All laminations are available with a linen finish (page 22).<br><br>Customize your horizontal pockets with business card cuts or brochure cuts and CD/DVD slits, at no additional charge.<br><br>NEW! Our redesigned portfolio closures are more eco-friendly! The Velcro® closures have been replaced with our new tuck closures. |  | **12-pt. Standard Left and Right Pockets** | • **202:** turn-ins under<br>• **203:** turn-ins over<br>• NEW! **204:** turn-ins under, 1/4" spine<br>• NEW! **205:** turn-ins over, 1/4" spine |
| |  | **12-pt. Left and Right Pockets** | • NEW! **201:** 9"(w) x 12"(h) 4-1/2" flat pockets |
| |  | **12-pt. Standard Right Pocket** | • **200:** turn-ins under |
| |  | **12-pt. File Folders**<br>9-3/4"(w) x 11-3/4"(h) Including a 3/4" Extended File Tab | • **219:** right pocket, only<br>• **220:** left and right pockets<br>• **221:** left and right pockets, 1/4" spine |

NOTE: Shading represents side one of the printed sheet.
Holds 8-1/2" x 11" materials.

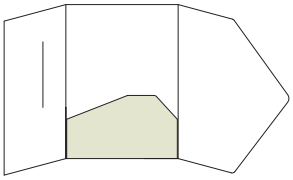
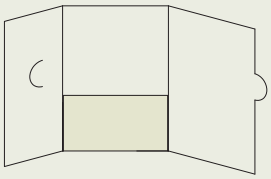
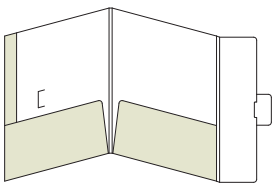
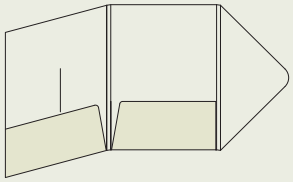


### Standard expandable pockets

- 10"(w) x 11-3/4"(h) with 4-1/2" pockets
- Versatile alternative to box pockets
- Pockets lie flat or expand to hold up to 1/4" of material

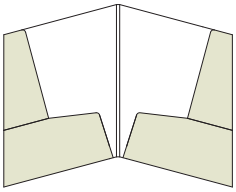
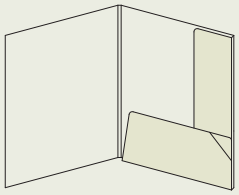
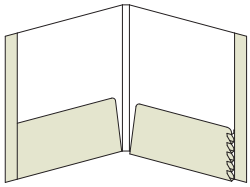
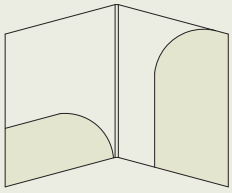
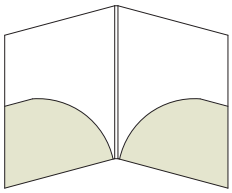
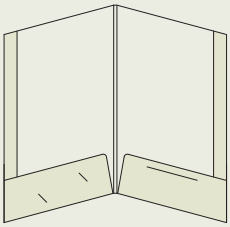
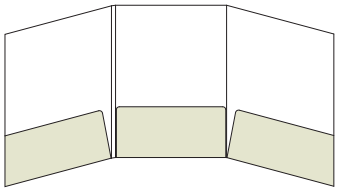
Our expandable pocket is a versatile alternative to box pocket folders. Pockets can stay flat or expand to hold up to 1/4" of materials.

*Woodward & Zwolinski Advertising*
Expandable Pocket Folder

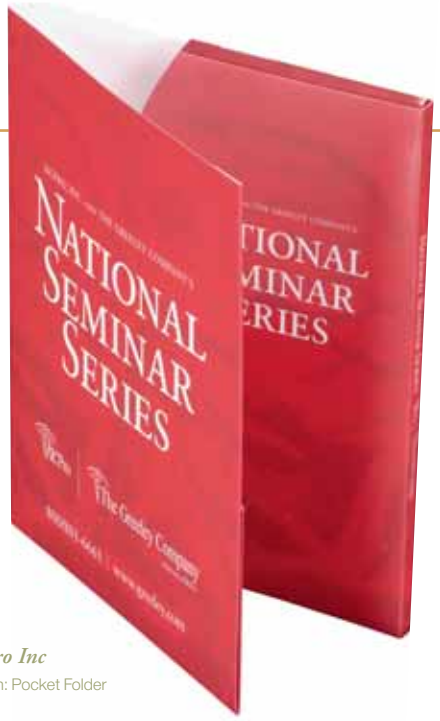
| style | description | size |
|---|---|---|
|  | **12-pt. Portfolio with Tuck Closure** | • **208:** 9"(w) x 11-3/4"(h) 5-1/8" flat angled pocket |
|  | **12-pt. Portfolio with Tuck Closure** | • **207:** 9"(w) x 11-3/4"(h) 4-1/2" flat pocket |
|  | **12-pt. Portfolio with NEW! Tuck Closure** | • NEW! **209:** 9"(w) x 11-3/4"(h) x 1/4"(s) 4-1/2" flat pockets, left and right |
|  | **12-pt. Portfolio with Tuck Closure** | • NEW! **215:** 9"(w) x 11-3/4"(h) x 1/4"(s) 4-1/2" flat pockets, left and right |

NOTE: Shading represents side one of the printed sheet.
Holds 8-1/2" x 11" materials.

# Pocket Folders

| style | description | size |
|---|---|---|
|  | 12-pt.<br>Left and Right Pockets | • **214:** 9"(w) x 11-3/4"(h) x 1/4"(s)<br>diagonal and horizontal pockets |
|  | 12-pt.<br>Glueless Folder<br>Shipped Flat<br>Assembly Required | • NEW! **210:** 9"(w) x 11-3/4"(h) x 1/4"(s)<br>4" flat pocket, right<br>• NEW! **211:** 9"(w) x 11-3/4"(h)<br>4" flat pocket, right |
|  | 18-pt.<br>Expandable Pockets | • **216:** flat pocket left, expandable pocket right<br>11/32" spine<br>• **217:** expandable pockets left and right<br>9/16" spine<br>• **218:** expandable pocket, right<br>1/2" spine |
|  | 12-pt.<br>Left and Right Pockets | • NEW! **213:** 9"(w) x 11-3/4"(h) x 1/4"(s)<br>4-1/2" flat horizontal pocket, left<br>5-3/4" flat vertical pocket, right |
|  | 12-pt.<br>Left and Right Pockets | • **206:** 9"(w) x 11-3/4"(h) x 1/4"(s)<br>6-1/2" flat angled pockets, left and right |
|  | 12-pt.<br>Left and Right Pockets | • NEW! **212:** 9"(w) x 14-1/2"(h) x 1/4"(s)<br>3-1/4" flat pockets, left and right |
|  | 12-pt.<br>Tri-Folders | • **222:** 9"(w) x 11-3/4"(h) x 3/16"(s)<br>4-1/2" flat pockets, left, right and center<br>• NEW! **223:** 8-3/4"(w) x 12"(h) x 3/16"(s)<br>4" flat pockets, right and center |

NOTE: Shading represents side one of the printed sheet.
Holds 8-1/2" x 11" materials (all except #212, which holds 8-1/2" x 14" materials).




*HCPro Inc*
Custom: Pocket Folder

*ASAE & The Center for Association Leadership*
4672: File Folder

## POCKET FOLDER & SOFTWARE PACKAGING CHECKLIST

**CONGRATULATIONS!** Your design has been approved!

- ☐ Call your sales representative to review your projects' specifications
  - ○ Select folder style
  - ○ Select software package style
- ☐ Determine quantity (minimum order of 500)
- ☐ Select paper stock
  - ○ Uncoated paper
  - ○ Coated paper
    - ○ 12-pt.
    - ○ 18-pt.
- ☐ Decorating options
  - ○ Determine number of colors
  - ○ 1- or 2-sided printing
  - ○ Lamination (optional)
    - ○ **NEW!** Natural Matte, Gloss, Semigloss
    - ○ Linen Texture
  - ○ Foil Stamping
  - ○ Embossing
- ☐ Determine pocket folder die-cuts
  - ○ Brochure Cuts
  - ○ CD/DVD Slits
  - ○ Business Card Cuts
- ☐ Take a look at companion pieces to complement your folder or software package
  - ○ FlexHinge Binders
  - ○ Presentation Binders
  - ○ Sales Boxes
- ☐ Watch for your template to arrive via email
- ☐ Create your final production file to fit the template
- ☐ Send a disk or upload your files to our FTP site
- ☐ Select your proof: a digitally printed proof or a pdf proof for faster turn time. Upon receipt of your approved proof, your production schedule will be set.

**CONGRATULATIONS!** Your project is complete!

# Software Packaging

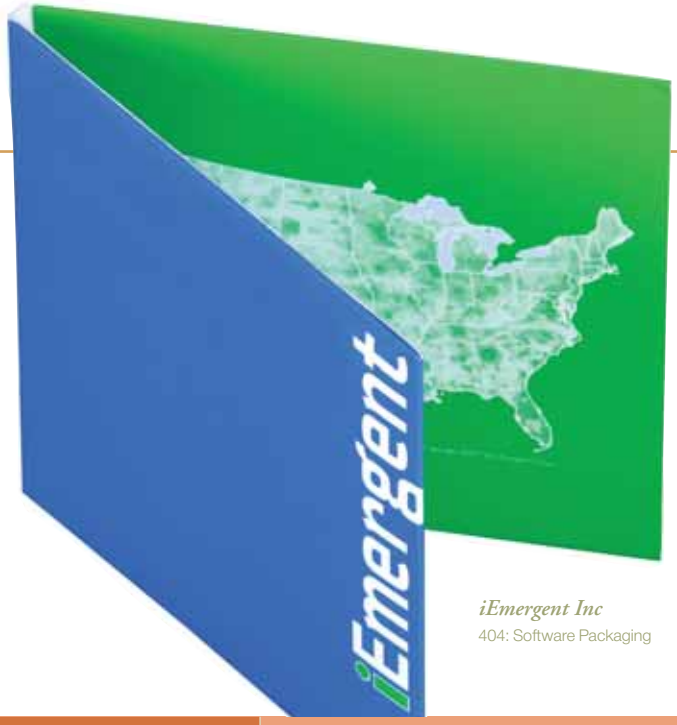
Even with software, ***presentation is everything***®. Ask Corporate Image to help you create an eye-catching package that will make your software or multimedia stand out in the crowd. Whether you need a simple sleeve, an attractive mailer, or a 3-hole drilled product to insert into your binder, we have an option for your CD or DVD. All can be designed to coordinate with our binders, folders or other collateral material.

### Materials

- Eco-friendly FSC certified papers
- 10%, 30% and 100% recycled paper stock
- 12- or 18-pt. stock, coated or uncoated
- Four-color process soy inks
- Lamination optional (page 22)

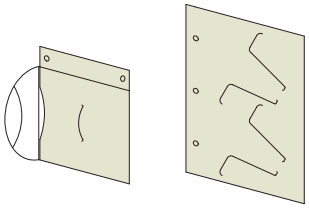
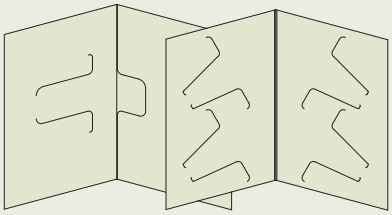
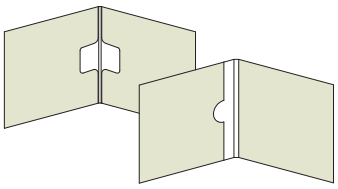
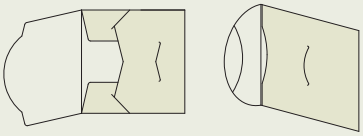
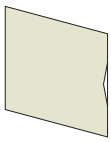
*Stone Ward*
6236: Software Packaging

*BILD International*
FHR1: Round Back FlexHinge Binder
Custom: Software Packaging




*iEmergent Inc*
404: Software Packaging

Our paper-based CD/DVD packages are more environmentally friendly than vinyl or plastic jewel cases, which do not break down in landfills and are often non-recyclable.

| features | style | description | size |
|---|---|---|---|
| Complete design flexibility.<br><br>Software Packaging may be laminated to provide protection for your graphics and add to the durability of the piece.<br><br>Choice of gloss, semigloss or natural matte lamination. All laminations are available with a linen finish (page 22).<br><br>**Customizing**<br>We offer a wide range of styles and sizes to meet your needs. Ask your sales representative about additional sizes. |  | 12-pt. CD/DVD Packaging | • **403:** 5"(w) x 6"(h), 2-hole drilled, tuck closure<br>• NEW! **408:** 7-1/8"(w) x 10"(h) 3-hole drilled, full glued panel with double CD slits |
| |  | 12-pt. CD/DVD Packaging | • **406:** 6-1/8"(w) x 9"(h), one full glued panel with CD slit, left, one flat vertical pocket, right<br>• **407:** 6-5/8"(w) x 10"(h) x 3/16"(s) two full glued panels with double CD slits, left and right |
| |  | 12-pt. CD/DVD Packaging | • **405:** 5-1/16"(w) x 5-1/16"(h) x 1/4"(s) flat CD pockets, left and right<br>• **404:** 5-1/8"(w) x 5-1/8"(h) x 1/4"(s) flat CD pocket, left, full glued panel, right |
| |  | 12-pt. CD/DVD Packaging | • **401:** 5"(w) x 5"(h), ships flat, tuck closure<br>• **402:** 5"(w) x 5"(h), flat CD pocket, tuck closure |
| |  | 12-pt. CD/DVD Packaging | • NEW! **400:** 4-7/8"(w) x 4-15/16"(h) flat CD sleeve |

NOTE: Shading represents side one of the printed sheet.