

All you need in one place!

More services under one roof
Faster time to market
Lower total costs

K/P Corporation

about K/P

K/P Corporation and Raine Media provide comprehensive marketing solutions and consulting services that empower marketers to drive revenue, lower costs and continuously improve marketing ROI. Supporting critical links in the marketing supply chain, K/P delivers integrated print, direct mail, fulfillment, point of sale, database management, marketing response management, and multi-channel marketing services, and specializes in robust client data security processes, infrastructure and systems. With 80 years of direct marketing experience, K/P understands how to extract the most value from every marketing program for maximum benefit to the top and bottom lines. Customers such as Nordstrom, Starbucks, Chevron, Kaiser-Permanente and Microsoft trust K/P to design, implement and measure complex marketing and communications programs

Mission

K/P's mission is to provide our customers with effective direct marketing and outsourcing solutions. Using our knowledge of business processes in concert with a wide range of inbound and outbound capabilities from creative services through to response management; K/P has the latest technologies clients need for fulfillment, mailing, and printing services. We are committed to constantly improving our products and service quality, promoting teamwork and trust with our customers and suppliers, and maintaining our positive work environment.

Core Values

K/P Corporation opened as Knapp Printing in 1929 in Salem, Oregon. The family-run business quickly earned a reputation for dependability, quality products and civic involvement. Founder Jim Knapp's goal for the company was to build a thriving business with a commitment to three core values for its employees and for the company as a member of the community.

First, each person in the organization must fully accept responsibility and take pride in the excellence of their work.

Second, each employee and the company as a whole must be committed to our intellectual honesty – with our customers, community, and ourselves.

Third, the company recognizes that the result of a successful career are the relationships our employees build with each other and our customers.

Headquarters:

12647 Alcosta Blvd., Suite 425
San Ramon, CA 94583

Telephone: (925) 543-5200

Email: contact@kpcorp.com

Number of Locations:

- 6 facilities in California, Washington, Oregon, and Utah
- Networked manufacturing facilities with print, mail and fulfillment services across the U.S.
- 2 world class data centers

Certifications:

- ISO 9001:2000 for manufacturing; and SAS70 for data compliance;
- Forestry Stewardship Council (FSC) Certification

Web Site:

www.kpcorp.com and www.rainemedia.com

Founded: 1929, Private ESOP Company

Revenues: 2008: \$60 million

Number of Employees:

Approximately 400 full-time employees

Number of Customers:

Over 600 total including 10 of the Fortune 100

Industries Served:

- Financial services
- Retail
- Technology
- Telecommunications
- Hospitality
- Health care
- Medical and medical device
- Insurance
- Entertainment

Company Offerings:**Advisory and Systems Integration Services**

- Campaign execution (W2Print, W2Mail, W2X/X2W)
- Response management (Web, Call Center, FOD, BRC)
- Response analytics (Reports, Dashboards, Business Intelligence)
- Decision support (Consulting, Systems Integration, Budget Management)

Outbound Marketing Expertise

- Creative Services
- Campaign Development
 - Digital design and production
- Marketing supply chain e-commerce portals
- Data Management
 - List acquisition and data hygiene
 - Digital asset management
 - Database integration (CRM)
- Direct Marketing
 - Integrated direct marketing
 - Direct mail and email marketing
- Print
 - Offset (1:many) and digital (1:1)
 - Print-on-demand solutions

Inbound Marketing Response Expertise

- Internet Development
 - E-commerce portals
 - CRM database integration
 - Campaign and marketing tools
- Response Management
 - Web response (pURL)
 - Email, BRC, fax, phone
- Fulfillment
 - Literature and product
 - Kitting and assembly
 - Domestic and international shipping
- Integration
 - Lead management
 - Close-loop CRM programs
 - Call center applications