



catalystgraphics
YOUR IMAGE | OUR SOLUTION



C R E D E N T I A L S D O C U M E N T

“ “

*Success is measured by
one's ability to deliver the
needs and wants of people
you care about.*

*The ability to make a
difference is what makes
us human.*

” ”



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Introduction

We thank you for the opportunity to submit our credentials. Our team has significant local, national and international experience. We have a passion and drive to deliver on your every expectation. Our boutique approach will provide you with the personalised service levels your business deserves. We take our commitment to our clients very seriously and we look forward to the opportunity of working together.

History

In 2004 to be exact, an astute Aussie with the name of Sean Andersen, worked tirelessly producing quality digital print material for prestigious company's here in Australia. He had an eye for both quality and innovation, but most of all saw the market place was in need of a dynamic smart supplier with new ideas and vision

The seed was planted and Catalyst Graphics was born and began to grow – initially as a small digital print company supplying the needs of key members from the exhibition

market, to the dizzying heights of today where we are proudly recognised as one of the market leaders. With the latest and most sophisticated printers and machinery in the country, this is Catalyst Graphics Australia, welcome.

In eleven years, Catalyst Graphics has grown at a phenomenal pace that has seen us set the pace and lead by example. Our confidence in both company and our people has seen us grow opportunity and increase our market by introducing the latest technology in digital print machinery, expanding our manufacturing capabilities to new levels defining business with an unprecedented leading edge. Every product is crafted with great care and attention to detail. Our success depends on meeting your brief.

The introduction of key staff along the way has been fundamental in lifting Catalyst Graphics profile in the market place and provides the expertise needed to support the progression of the company. The type of growth doesn't happen overnight, and it certainly doesn't happen unless you've got something unique to offer.



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Company Strengths

Our strength is our people. We are a dedicated and clever team with a great track record. Our team consists of strategy planners, account managers, creative thinkers, graphic designers, and production specialists. We specialise in brand alive through vibrant Super-Wide Large format digital print. We provide a full range of strategic, creative, media and production services.

However, we don't consider ourselves a conventional grand format digital print company. We see our role as a strategic supply partner to our clients, offering a consultant's approach through our expertise and experience in this industry. Partnered with the latest manufacturing capabilities, we meet the modern day business needs with just one phone call.

Our services include (but are not limited to):

- Grand Format Digital Print
- Point of Sale Material from the ceiling to the wall to the floor

- Posters
- Banners
- Floor Graphics
- Fabrix Walls
- Marketing Material
- Advertising Digital print
- Window Graphics
- Online Ordering Systems (Coops)
- Field Support
- CSR Back up sales support store level
- BDM / Key Account Manager Assigned to our valued customer to be
- AR Technology using the latest digital technology
- Dedicated graphic designers
- On site sales support employed by Catalyst based in your office
- Fixed pricing based on negotiation
- Exterior and Interior Signage needs from one source



Our Team

Catalyst Graphics has twenty seven staff. As we continue to grow this number increases significantly allowing us to ensure the delivery to our clients is absolute. With both manufacturing plants based on the east coast with an affiliate manufacturing facilities in Melbourne, this further extends our geographically reach.

Our growth does not diminish our focus for personal service and the right mix of strategic and creative firepower we offer to our valued clients.

We enjoy strategic relationships with companies all over Australia, our goal is to ensure we fit the clients based on their needs and wants, meeting the very busy deadlines and objectives each client has. Every client is important to us, every order is crafted and delivered with purpose and dedication.

Our Key Staff

Sean Andersen

Managing Director / CEO

Sharon Andersen

Director / Office Manager

Steve Leete

National Sales Manager

Lee Hayden

Qld State Manager

Darren Rattos

Sydney Production Manager

Matt Blyth

Client Services Manager

Imogen Hawkins

First Impression Client Services



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Our Experience

Eleven years in the making Catalyst Graphics has attracted market leaders and talented Staff to unite in one of the most innovate and forward thinking companies in their industry. Our team work tirelessly to bring you our valued client more than what you have come to expect.

Our Top 4 Star Executives

Sean Andersen

National and International Business Experience stretching from the UK right back to Australia Sean has worked for a number of Large format companies, gaining knowledge and experience along the way. Sean is a very hands on CEO with an eye for detail and a focus on the client. Our staff work hard to ensure we meet that focus at all times.

Mark Wilton

15 years of International Experience with companies like Kodak and Creo, and locally Pantone and X-Rite; understanding both sides of business. Marks dedication to his clients is formable, his determined attitude to always deliver, is a leading factor why companies

here in Australia are attracted to Catalyst Graphics. Marks reputation in the market place is a sign of respect from clients whom have dealt with him in the past.

Lee Hayden

Creating his own company in the UK Lee developed one of the most respected large format companies in England. Selling up to move to Australia, Lee once again built another successful large format company here in Brisbane before coming to Catalyst Graphics. His knowledge and professionalism is unsurpassed, his dedication to the company and our clients is one of the many outstanding quality's Lee possess.

Steve Leete

With 20 Years of National and International sales and marketing experience, Steve has worked for Multi Nationals in New York, London, and Japan. Working on numerous projects he has an in-depth understanding to the needs and wants of clients, measuring our success by our deliverable is instrumental to succeeding.



Our Assurance

Our Philosophy

Service Excellence

Sustainability & Best Practice

Innovation & Evolution

Our Uniqueness is Key

Our ability to provide a full turn-key solution to our clients enables us to offer a complete campaign and project management approach to their needs, coupled with quality assurance and colour consistency/management, with service excellence and customer satisfaction as drivers for success.

We Believe

We attract the right client through our efforts in marketing and lead generation

We engage our clients because of our approach, our openness and integrity

We have a winning attitude which results in acquisition of healthy and prominent clientele

We execute on our promise and provide the solutions that our clients seek

We deliver on time with accurate deployment

We support our clients beyond the job with accounts and client services

We nurture our clients to create a reoccurring business exchange



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A Few of Our Clients

Our current client list reflects a broad range of work. Our services for these clients range from project manager, graphic design, online ordering, Augmented Technology through to manufacturing of all digitally printed material for the use in, all communication requirements.



hhglobal



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Client Feedback

Moreton Hire

"We've found a partner in innovation in Catalyst Graphics. They are constantly looking for new ways of wowing the end customer and have helped us to execute the kind of quality and turnaround that we want for our customers. It's this kind of service that takes the exhibition industry to the next level. Partnerships like this give our business an unprecedented leading edge."

Exhibit Systems

"Catalyst Graphics have a way of seeing our vision and what we want to accomplish from day 1 of the brief. They have the ability to think outside the square and come up with a solution."

Expo Direct

"I love a service that you can totally rely on to deliver exactly what you have ordered, on time, every time. In the 8 years I have dealt with Catalyst Graphics I am guaranteed to always receive the highest level of customer service and quality print for every order placed. Every product is crafted with great care and attention to detail."

Scaffad

"We have been working with the team at Catalyst Graphics for several years now. They always deliver a fantastic product, exactly what we want, when we want it! Their professional team provide innovative concepts and ideas, as well as piece of mind that our jobs will always be a priority, allowing us to concentrate on our customers' needs. I would recommend them to any company who require a reliable and friendly printer."

Expocentric

"Expocentric have been working with Catalyst Graphics from 2009, they have always provided great service, a high quality product and worked with us on meeting very tight times frames. If you are after a reliable, competitively priced printer Catalyst Graphic is one of the best I have come across."

Grandstand Events

"We have been using Catalyst Graphics for many years. Sean and his team are the most reliable signage partner we have ever worked with. They always meet our short deadlines with exceptional quality and service. Catalyst Graphics is more than a supplier, they are our trusted partner and we cannot recommend them highly enough."



*We would like to thank you
for the opportunity to submit our credentials,
we encourage any questions you may have.*

catalystgraphics

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