



MJS INTERNATIONAL

# PrintStack™ **ASSESSMENT AND RECOMMENDATIONS**

Prepared for MJS International





# Thank You

Partnership starts with trust. It’s humbling that you’ve trusted us to join your team in assessing the current state of your business. We’re excited to share the results of this analysis and to reveal new opportunities for growth through a fully optimized print operating model.

Again, on behalf of our entire team — thank you.

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# Contents

Executive Overview .....	4
Assessment Overview .....	6
Marketing Collateral and Kitting .....	7
Promotional Products .....	11
Technology .....	14
Account Management .....	15
Pricing .....	17
Implementation Process .....	19
Appendix .....	20

# Executive Overview

MJS International is a forward-thinking organization that continuously seeks new sources of competitive advantage. Global economic headwinds, tightening profit margins and the need to do more with less have rightfully elevated your expectations. When coupled with the high performance standards that you maintain for your communications programs, these external challenges underscore the importance of market-leading efficiency throughout your operation — and open the door for previously unrealized growth opportunities.

With the goal of enhancing the efficiency of your business, Taylor Corporation was engaged to conduct a PrintStack™ Assessment of MJS International’s current marketing operations process and to provide your leadership team with a detailed report on the scope and magnitude of the opportunities available. That data — and how to capture the value available to MJS International through Taylor’s proprietary operating model for print — is the purpose of this report.

## The Assessment

Taylor conducted a thorough assessment of MJS International’s communications environment, beginning with an in-person interview session and involving marketing leaders, strategists and executors. Our intent was to identify any process gaps that were impeding MJS International’s operational efficiency or adding unnecessary costs to their printed consumables — issues that we call “StackGaps.”

Representing Taylor in this effort was a team of PrintStack engineers including process consultants, technologists, product managers and manufacturing experts. After the interview session and with follow-up data provided by the team, Taylor invested more than 250 hours in program analysis and the crafting of crafting of the various business improvement recommendations included in this PrintStack Assessment document. Included as a final deliverable is an overview of our phased PrintStack Implementation Process showing the scope and sequence of sprints that would be used to install the PrintStack operating model at MJS International.



# Our Findings and Recommendations

MJS International’s marketing programs are developed and executed by a highly capable and dedicated staff.

In the current operating model the staff is required to both deliver on high-value tasks such as developing strategy, but then also manage the details associated with execution such as ordering printed products, communicating specs to vendors and managing purchase agreements. These details demand time and focus which takes away from being strategic and proactive with revenue-generating activities.

The tasks associated with sourcing, producing and distributing marketing consumables can be more efficiently managed by delegating them to Taylor via our proprietary print operating model. This program pairs these services with our KLIC™ technology platform — a customized e-commerce solution — and a dedicated account management and customer service team to create a frictionless process that will allow the current MJS International team to better serve its internal and external customers. Your dedicated Taylor account management team will be chiefly responsible for the administration of all technology deployed.

The opportunity for business improvement is clear, easily attainable and the benefits will be realized immediately. By engaging Taylor as MJS International’s dedicated print partner, the organization will realize 15% hard cost savings on marketing consumables and two FTEs in efficiency, all while protecting your brand and enjoying an equal or better internal customer experience.



# Assessment Overview

## Areas of Assessment

The following areas of MJS International's business were evaluated as part of this PrintStack Assessment.



Marketing Collateral



Kitting



Promotional Products



Technology

A simple but effective formula was used in the assessment of each area: Evaluation of the current state. Identification of a desired state. Recommendations and expected outcomes.

*We want you to be successful.  
That's why we've taken  
a thorough approach to  
performing this assessment.*

## Special Thanks


The success of the assessment process is heavily dependent on the availability, partnership and expertise of key client stakeholders. Time is also a chief struggle for many organizations and the reason many turn to Taylor for help.

For this reason, we would like to recognize the following stakeholders who made the difficult sacrifice of time to ground and drive the success of this effort.

- Mark Sample — Senior Vice President, Marketing & Communications  
Julie Sample — Vice President, Marketing  
Eric Sample — Merchandise & Licensing Manager

## Your Success is Important to Us

Many of our competitors offer “assessments” that are exclusively focused on quoting prices. We want you to be successful. That’s why we engaged a deep and diverse team of PrintStack engineers to conduct a thorough assessment. Again, thank you for inviting us in and allowing us to take such a comprehensive look at your operations.



Hours Spent:  
200+



Taylor Experts  
Involved: 13



Major Areas  
Evaluated: 4

# Marketing Collateral and Kitting

Multiple areas were assessed as part of Marketing Collateral and Kitting. These included commercial print, wide format graphics and signage, the season ticket program, warehousing, and kitting.

## Specific Assessment Items

- Current team
- Activities performed by current team
- Current print sourcing process
- Products sourced
- Current vendor pool
- Quality and service levels expected and currently receiving
- Challenges the team faces in their current processes

*Current inefficient process  
requires leaders to wear  
many hats.*

## Findings — Current State

The marketing organization is led by Senior VP Mark Sample. Key members of the team include VP of Marketing, Julie Sample, and Merchandising and Licensing Manager, Eric Sample.

Because of this structure, VP of Marketing Julie Sample also manages all print sourcing activities herself in addition to her other responsibilities. Julie coordinates product fulfillment with the supplier through the use of a technology solution. Communication with the other suppliers is typically done through email. The other suppliers currently fulfilling products include:

- XYZ Marketing — Print, Smaller Commercial Projects
- Retail Graphics Inc. — Print, Large Format Projects
- Signage R Us — Signs and Graphics, Large Format Projects

Julie connects with these individual kitting support suppliers herself by reaching out directly to a company representative, typically through email. Individual product types are generally sourced from the same vendor.

Quotes for commercial print from the vendor site are available immediately on standard products. Most other quotes are received within 24 hours.

The business is fast-paced and requires many last-minute print projects to support promotional events that are often finalized very close to the event date. Turn times are driven by event dates and can require one- to three-day turns on some projects.

The primary quality issue is branding specifically with respect to the accurate reproduction of brand color. A critical element is the accurate and consistent print reproduction of the blue logo area including the matching of the background blue. Julie has worked with their current suppliers to continually manage this.

Storage of inventory is managed using a combination of closets on site at the office and a storage unit. One of the marketing team assistants moves inventory back and forth between the storage unit and the office. This assistant also waits at the storage unit to receive shipments and picks up rush projects from local suppliers. Many of the materials arrive via UPS and inventory is managed using a spreadsheet.

The complex current state described above results in the following process strengths, StackGaps and opportunity areas for MJS International:

Strengths

- The current marketing organization is very lean.
- Key members of the marketing team include a highly skilled and experienced marketing and print professional (Julie) and an expert in merchandising and licensing (Eric).
- The current print sourcing process effectively delivers high-quality products when needed. It also incorporates a pool of suppliers who understand and are committed to their quality expectations, service and product requirements.

*Team members must coordinate with multiple points of contact.*

*Lack of project management resources leads to disparate timelines and workflows.*

*Time has become a barrier to MJS International's vision.*

StackGaps

- While the three leaders of the marketing team (Mark, Julie, Eric) are all highly skilled and experienced, the skills and experience of supporting members of the team are relatively low by comparison.
- Each person wears three or four hats, an inefficient model that adds stress and unnecessary time constraints.
- There are no project managers; each person manages their own timeline.
- The team must work with multiple points of contact representing multiple suppliers.
- Time has become a barrier to achieving MJS International's vision — the time currently required to order and follow up on the significant number of projects that must be sourced to support the business.

Opportunities

- Become more efficient, less reactive and more proactive in terms of managing marketing programs and projects.
- Alleviate the pressure of working on game-specific needs while also working on numerous other projects.
- Eliminate tactical activities for the marketing team and “spend less time in the weeds.”
- Realize the process efficiency of working with a dedicated account manager versus multiple suppliers.



*Assign a dedicated account manager to alleviate staff workload.*

## PrintStack™ Recommendations

To achieve MJS International's stated vision of becoming more efficient, less reactive and more proactive in terms of managing marketing programs and projects, we recommend that Taylor become a dedicated account manager for all print-related projects, including:

- Commercial print
- Marketing collateral
- Wide format (signs and graphics)

### Outcomes

We are confident that these recommendations will fuel MJS International's ability to achieve the stated vision of becoming more efficient, less reactive and more proactive in terms of managing marketing programs and projects.

Specific outcomes contributing to that success include:

1. Mark Sample's ability to spend more time focusing on overall business strategy with Julie Sample's increased capacity to manage marketing.
2. Julie Sample's ability to focus on more strategic marketing activities that will drive continued success by freeing her from print procurement and season ticket project management activities.
3. Lower cost of print-related products with the same or better levels of quality and turn time.
4. Increased staffing support for event-related activities as the marketing assistant is freed from moving inventory between locations.

## Promotional Products

Multiple aspects of MJS International's promotional business program were assessed. The following results, recommendations and outcomes are a reflection of the formal assessment and subsequent conversations with the team members.

### Specific Assessment Items

- Products sourced
- Current suppliers
- Program administration
- Ordering
- Fulfillment
- Technology
- Quality and service levels expected and currently receiving
- Challenges the team faces in their current processes

### Findings — Current State

Today, MJS International resources manage day-to-day program administration for the promotional products program.

- Inventory put-away
- Product requisition
- Product fulfillment
- Product packaging of distributions
- Product receipt inspections
- Logistics management
- Inbound freight management
- Outbound freight management to user locations
- Customer service and problem resolution
- Manual tracking and reconciliation of inventory
- Cost distributions
- Inventory value reports

Under the current model, MJS International is responsible for cost and risk of storage. Also, at least one full-time employee manages the procurement to payables process.

This results in the following process strengths, StackGaps and opportunity areas for MJS International:

Strengths

- Well-managed program and products
- Low incidence of issues, missed ship dates, product failures, etc.
- High service levels
- Receive product ideation and vendor support

StackGaps

- High-touch order placement process
- Multiple supplier relationships to manage
- Third-party storage facility to maintain inventory levels
- Drop shipment maintenance from storage facility
- Time management implications of new business
- Operational and administrative workload

Opportunities

- One print operating model to control brand usage
- Leveraged technology to streamline processes
- Increased brand awareness due to new stadium build
- Safe and secure storage with fulfillment management

PrintStack™ Recommendations

Our recommendation to achieve a desired state includes multiple functional additions and/or changes:

- E-commerce procurement of promotional products
- Online ordering
- Online reporting
- Secure product storage and fulfillment



*MJS International carries the burden of storage and shipment maintenance.*

Outcomes

Through the implementation of recommendations and achievement of a desired state, a number of positive outcomes will be achieved, including: low incidence of issues, missed ship dates, product failures, etc.

- Pricing:
  - Product cost savings of 17%
  - Optional fulfillment service fee (products that require storage) of 10%
  - Product storage and release
  - Product receipt inspection
  - Outbound packaging
  - Logistics management — inbound and outbound
  - E-commerce platform
  - Automated releases
  - Inventory management
- Online requisitioning of products
- Online inventory status
- Online reporting
- Reduced operational and administrative workload
- Safe and secure storage
- Fulfillment management
- Live customer support for field and stakeholder requirements and inquiries
  - Direct key account manager contact and promotional customer service support
- Variable cost of distribution
- Automated order management
- Comprehensive cost and activity reporting
- Reduced and automated payment processing
- Logistics management — inbound and outbound
- Attainment of current state SLAs for service and ideation
- Highest levels of brand management achieved
- Ideation support maintained
- Marketing services support: emails, presentations, flyers, etc.

# Technology

## Findings — Current State

Today, MJS International team members source and order promotional and print products through different channels and processes. For promotional products, email is the primary means of ordering. In the print and signage category, an e-commerce platform provided by the current vendor is utilized.

## PrintStack™ Recommendations

We recommend continuing to take advantage of the efficiencies of an e-commerce platform for print orders by utilizing Taylor's proprietary ordering platform.

Our new enterprise e-commerce platform provides a modern user experience and enables users to purchase customer-curated print and print-related products from Taylor. Our platform offers advanced search options, the ability to see order status and has a custom look and feel. It also provides a variety of sophisticated and configurable features such as anonymous browsing.

### Outcomes

- A consolidated ordering platform for both promo and print
- Efficiency gains in sourcing and the ordering process
- More time to spend on strategic business functions
- Access to spend-related data in all categories
- The ability to make more informed and faster business decisions
- Access to project history for ease of reordering and future project concepting

*Gain efficiency in sourcing and the ordering process.*

*Spend more time on strategic business functions.*

*Make faster and more informed business decisions.*

# Account Management

One of the core success pillars of our Managed Services Program model is account management — management of daily service operations and customer support. It's a critical element to helping our customers achieve their desired state. That is why we invest so heavily in it.

Your primary point of contact will be your Taylor account manager. Our account managers are uniquely qualified to serve all customer needs with a comprehensive knowledge of print processes, equipment and manufacturing, as well as project management, relationship management and strategic planning. Sales consultants work closely with all customer service, production, fulfillment, and supporting areas to ensure all customer needs and requirements are met.

They are specifically trained to listen to the customer, recognize key issues, understand trends and marshal appropriate resources to streamline processes, resolve issues and fulfill the customer's vision. The essential duties and responsibilities of the account manager include the following:

- Act as primary point of contact for the customer.
- Communicate the customer's expectations and project specifications to internal resources and ensure the customer is informed of ongoing actions, available capabilities and product offerings.
- Act as liaison among all functional areas to ensure customer expectations and specifications are met; engage technical, creative, production and other expert resources as necessary.
- Identify and prioritize customer concerns related to product, service, quality, delivery, billing and e-business; develop and implement a course of resolution and measure resolution effectiveness for future efforts.
- Oversee all customer service activities.
- Document and maintain SOPs.
- Conduct in-depth customer needs assessments and provide recommendations.
- Bring innovative ideas and solutions to the table as technological advancements develop and customer needs dictate.
- Facilitate quarterly customer reviews, including evaluation of pricing, processes, inventory and performance with a focus on opportunities for creating efficiencies, cost savings and sales growth.



Your account manager will provide access to additional executive resources as necessary. During the initial due diligence process, your sales consultant and a professional business analyst will lead a team of subject matter experts (SMEs) to assess and define your needs. SMEs from all aspects of the business will sit down with your staff to understand how processes are actually performed in order to create a comprehensive action plan that ensures a seamless transition and ongoing program management. Their analysis will also determine the appropriate type and number of support resources.

Our team includes experts from the following disciplines: Account Management, Engineering and Manufacturing, Strategic Sourcing, Quality/Process Improvement, Project Management, Business Analysis, Information Technology, Web Development, Telecommunications, Marketing and Communications, Logistics/Transportation, Financial Analysis, Graphic Design, and Pre-production.

Pricing

Marketing Collateral

Item Name	Specifications	Quantity Per UOM	UOM	Quote Quantity in Eaches	Current Vendor Price Per Lot	"Curtis Price Per Lot"	"Curtis Price Per UOM"
Sell Sheet	4" x 6", 100# White Uncoated Smooth Text, 4C/4C with bleeds, Four Rounded Corners - 1/8".	1	Each	1,500	\$ 1,500.00	\$ 1,500.00	\$ 1.00
Sell Sheet	6" x 9", 100# White Uncoated Smooth Text, 4C/4C with bleeds, Four Rounded Corners - 1/8".	1	Each	2,000	\$ 2,000.00	\$ 2,000.00	\$ 1.00
Promo Card	2" x 3.5", 100# White Uncoated Smooth Text, 4C/4C with bleeds.	1	Each	2,500	\$ 2,500.00	\$ 2,500.00	\$ 1.00
*Sticker	3" x 1", Clear Polypropylene Decal, Permanent Adhesive, 4C + Spot White, Kiss Cut. Applied to a plastic construction helmet. Square cut.	1	Each	100	\$ 1,000.00	\$ 1,000.00	\$ 1.00
*Poster	19" x 27", 120# White Uncoated Smooth Cover, 4C/0. Bleeds.	1	Each	250	\$ 2,500.00	\$ 2,500.00	\$ 1.00
Sales flyer	8.5" x 11", 100# White Uncoated Smooth Text, 4C/0 with bleeds, Shrink wrap 100 per pack.	100	Pack	2,000	\$ 2,000.00	\$ 2,000.00	\$ 20.00

Promo

Item Name	Specifications	Quantity Per UOM	UOM	Quote Quantity in Eaches	Current Vendor Price Per Lot	"Curtis Price Per Lot"	"Curtis Price Per UOM"
4" Round Coasters	4" round, 80p weight cost includes shipping	1	Each	12,500	\$ 12,500.00	\$ 12,500.00	\$ 1.00
Lightweight Poly Scarf	57" x 7" full color sublimated cost includes shipping	1	Each	8,000	\$ 8,000.00	\$ 8,000.00	\$ 1.00
Knit Hat	Custom dyed cable knit hat + pom Custom logo patch cost includes shipping	1	Each	5,000	\$ 5,000.00	\$ 5,000.00	\$ 1.00
Trucker Hat	Foam front, mesh back, snapback adjustable Four color imprint, single location	1	Each	3,000	\$ 3,000.00	\$ 3,000.00	\$ 1.00
Pint Glass	16 oz pint glass single color, single location imprint	1	Each	2,800	\$ 2,800.00	\$ 2,800.00	\$ 1.00
Knit Scarf - Jaquard"	61" x 7" knit jaquard cost includes shipping	1	Each	2,000	\$ 2,000.00	\$ 2,000.00	\$ 1.00

Pricing

Signage

Item Name	Specifications	Quantity Per UOM	UOM	Quote Quantity in Eaches	Current Vendor Price Per Lot	"Curtis Price Per Lot"	"Curtis Price Per UOM"
3' x 3' Hopup Graphic	113.25" x 88.25", Printed Single Sided on FabriVu 340 at Standard Power Stretch Elite. Straight with end caps. Prints 4cp single sided. Standard hem on all 4 sides 1.25". Velco white 2" loop sewing on all 4 sides. Frame- PFK33 3 x 3 straight pop up frame.	1	Each	1	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
Tent Canopy + Frame	10' SQ Tent Custom printed canopy. Imprint 3 color logo. Material for outdoor use. Frame: Ultimate aluminum frame includes roller bag.	1	Each	1	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
Tent Canopy only	10' x 10' Tent, Custom printed canopy. Imprint 3 color logo. Material for outdoor use.	1	Each	1	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
*Pull-Up Banner	33.4" x 83.25", Printed Single Sided on Roll Printer at 600 DPI, 11 Mil Poly Fabric Banner, 5.7 oz. 4 Color Process with Orient 850 retractable banner stand included.	1	Each	1	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
Twist-Up Oval A-Frame	No specifications provided. No specs in the estimate.	1	Each	4	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
Tear Drop Flag	16', Printed Double Sided. Print 4 color process both sides. Outdoor use. Include pole stand.	1	Each	4	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
Table Runner	20" x 65", Printed single sided. Banner lux supreme 6162-C38 material. Outdoor use. Printed 4 color process. Pole pocket top and bottom. Pockets are 1.5" top/bottom with serged seams 1.5" left, 1.5" right. Pole 18.5" sections metal rod for pole pockets 1.5" metal bar.	1	Each	2	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
40"x 30" Poster	Foam core. Printed 1 side- Substrate 3/16" white ultra board. Standard cut.	1	Each	1	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
SEG Graphic	36" x 36", Printed single sided on FabriVu 340 at Standard. 4 color process. Outdoor use.	1	Each	1	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
*A-Frame Posters	24" x 36", 4mm corrugated plastic. Set of plastic A frame sign inserts. Printed 4/0 + UV each sign.	2	Each	1	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
Fabric Banner	6' x 7.5', Grommets at the top, every two feet. Four color, fabic material, No rope, outdoor/ indoor use.	1	Each	1	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
Backdrop	288" x 96", Mesh Vinyl, Conduit top and bottom with eye hooks (6 hardware and conduit). Four color print. Indoor/Outdoor	1	Each	1	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]
*Banners	10' x 3', Fabric, Four color. Indoor/Outdoor. No rope.	1	Each	9	\$ [REDACTED]	\$ [REDACTED]	\$ [REDACTED]

Implementation Process

The PrintStack™ Implementation Sprint



# Appendix

## Tucson Medium Graph Journal



The Tucson medium graph journal includes 256 graph white pages printed in modern gray, two ribbon markers in blue and silver. Size: 7 x 9 11/16 inches. Our most popular cover, Tucson is a smooth soft texture that is often mistaken for leather.

**Product Size:** 7" x 9 11/16"  
**Product Colors:** Black 464, Royal Blue 481, Gray 488  
**Minimum Quantity:** 100

## Dual Pocket RFID Phone Wallet



This RFID card sleeve encases your credit and ID cards and keeps your identify safe. The phone wallet can be placed on the back of your phone for convenience. With two large pockets the phone wallet can hold up to four cards.

**Product Size:** 2.5" x 4.25" x 0.07"  
**Product Colors:** Black (BK), Royal (RYL), Silver (SL)

## 12 oz. Two-Tone Curve Ceramic Mug



Wake them up with your brand every day with this 12 oz. two tone curve ceramic mug! This coffee mug features a glossy white exterior that is enhanced by a color interior and handle. Made of ceramic material, this product is a great marketing tool to use at cafes, restaurants, trade shows and much more. Don't forget to add an imprint of your logo or company name to make a lasting impression on clients with every sip. Hand wash only.

**Product Size:** 12 oz.  
**Product Colors:** White-Black, White-Reflex Blue  
**Minimum Quantity:** 72

## Corzo Copper Vacuum Insulated Cup 12 oz.



Enjoy your drink at any moment. Durable, double-wall 18/18 stainless steel vacuum construction with copper insulation allows your beverage to stay cold for 24 hours and hot for at least six hours. The construction also prevents condensation on the outside of the tumbler. Perfect accessory for wine. Easy sipping, pushon lid. Wide opening for comfortable filling and pouring. Durable powder spray color. 12 oz.

**Product Size:** 3.31" x 4.45"  
**Product Colors:** Black (BK), Gray (GY), Silver (SL), Navy (NY), White (WH), Process Blue (PBL)  
**Minimum Quantity:** 48



Mesh Zippered Tote



Great for the beach or as a gym tote, this mesh bag allows for sand to easily fall through the bag and allows your items to stay fresh and clean. Zippered main compartment and large front slash pocket. 11” handle drop height.

- Product Size:** 21” x 15” x 6”
- Product Colors:** Black (BK), White (WH), Royal (RYL)
- Minimum Quantity:** 48

Port & Company – Core Cotton Tee

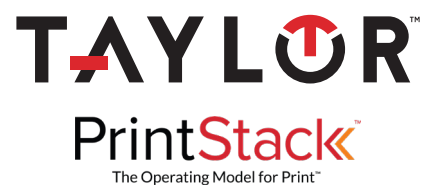


- Port & Company – Core Cotton Tee. An indispensable T-shirt in our classic silhouette — with a very friendly price. 5.4 oz., 100% cotton 90/10 cotton/poly (Athletic Heather) 50/50 cotton/poly (Neon Blue, Neon Green, Neon Orange, Neon Pink, Neon Yellow, Dark Heather Grey, Heather Athletic Maroon, Heather Purple, Heather Navy, Heather Red, Heather Royal, Heather Sangria, Heather Dark Chocolate Brown) 98/2 cotton/poly (Ash). Due to the nature of 50/50 cotton/polyester neon fabrics, special care must be taken throughout the printing process.
- Product Size:** S, M, L, XL, 2XL, 3XL, 4XL

Sport-Tek PosiCharge Competitor Cotton Touch Tee



- Sport-Tek PosiCharge Competitor Cotton Touch Tee. A soft cotton hand merges with color-locking, moisturewicking performance in this tee that also has a matte finish. 4.7 oz., 100% spun polyester jersey with PosiCharge technology. Soft cotton hand. Removable tag for comfort and relabeling. Dyed-to-match neck taping. Set-in sleeves.
- Product Size:** XS, S, M, L, XL, 2XL, 3XL, 4XL
  - Product Colors:** Black, Carolina Blue, Dark Smoke Grey, Deep Red, Forest Green, Neon Green, Neon Yellow, Purple, Silver, True Navy, True Royal



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