



1810 Hardison Place, #7, South Pasadena, CA 91030
Phone: (626) 799-2195, Fax: (626) 799-6093
Email: kat@mcgraphics.us Web: www.mcgraphics.us

McGraphics Design is a 31-year-old
creative studio which specializes in design,

Portfolio

writing, photography,
advertising, and
printing.

At McGraphics
our goal is to provide creative work that
fulfills your project requirements, defining image and
improving your company's bottom line.



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TRADER JOE'S

McGraphics Design has been doing work for Trader Joe's for over a decade. And we believe that we've contributed to Trader Joe's amazing growth by producing printed materials that are consistently fun, and economical to produce.



Different Styles

SDI

Communication is the key to good design. At McGraphics it is our job to immerse ourselves in understanding our client's business. This is what we did with SDI. McGraphics created a corporate brochure that explains, in words and images, that SDI designs, builds and installs inventory systems. But first we had to listen and learn.

SDI CONSULTING SERVICES

INDUSTRIES, INC.

The Systems Engineering & Design team brings many disciplines and experiences to our clients, providing the most creative and innovative concepts.

S Systems Engineering & Design, Inc., our independent consulting division focuses on the operational aspects of retail distribution and merchandise handling from concept through construction to full implementation.

Services offered include:

- Consulting Services
- Material Handling Design
- Facilities Planning
- Operations Analysis
- Geographical Location Analysis
- Purchase Order Management
- Systems Analysis
- Computer Interfacing of Systems

All of our consultants have extensive retail operations backgrounds which enable them to quickly zero in on a problem and offer a range of solutions.

WE WANT TO

We invite you to our office if your distribution consultants specification and install your system be right there to service. Make an appointment business hour we'll be for innovation, efficient (818) 789-6600 now.

SDI CREATIVE ENGINEERING

INDUSTRIES, INC.

CAD systems are used to quickly simulate and visualize the site plan and flow.

Creative and innovative engineering...these are the hallmarks for SDI Industries. Our reputation for highly innovative and efficient systems to answer all your multi-faceted engineering needs and requirements are based upon our background as well as having extensive retail operations experience. All our engineers can better understand retail operations by being the latest in state-of-the-art computer software. The help of Computer Aided Design, systems layout and flow of merchandise are simulated to determine maximum efficiency of the material handling system as well as the building itself.

By being the innovative and creative leader in our field, our ideas and concepts are on the leading edge of today's technology often years ahead of our competition. Our clients benefit from this by being ahead of their competition with more productive and efficient systems.

**INNOVATION
EFFICIENCY
CONFIDENCE**

SDI MANUFACTURING

INDUSTRIES, INC.

SDI has one of the most up-to-date manufacturing facilities to provide fast response to our clients needs.

S SDI Industries central manufacturing facility is located in North Hollywood, California. All material handling equipment is fabricated and assembled at this plant. By having an in-house manufacturing operation, SDI Industries eliminates the reliance on outside sources for equipment. Moreover, this manufacturing capability means quick response to any particular equipment needs as well as allowing for faster start-ups on installation projects. Unlike most of our competition, we control the manufacturing schedule rather than having an outside manufacturer dictate our installation timelines.

DESIGN, BUILD & INSTALL PROGRAM

With a design, build and install program, SDI Industries offer total support and single point responsibility for all aspects of a project from inception to manufacturing to installation and training of personnel. By providing this turnkey package, SDI Industries will reduce significantly the turnaround time for a project as well as provide the best systems available for materials handling. Nothing becomes diluted or toned down as is the case with the standard engineering and bid packages. The DESIGN, BUILD AND INSTALL program offers the best of SDI Industries in all phases of engineering, manufacturing and installation.

INSTALLATION

Our factory trained crews provide full installation and service of all the material handling equipment. This insures that the same quality provided in engineering and manufacturing will continue into the installation phase of a project.

Our field crews have an extensive background in the manufacturing of all our equipment, allowing for quick understanding of the mechanics and construction of the hardware.

Management regularly monitors the progress of an installation by on-site inspection. This helps to insure that scheduling commitments are met as well as making sure that quality standards are being adhered to. The installation phase ties together the efforts of the design and manufacturing, providing the best results and superior workmanship as well as an on time completion. The end result is an installation that has been erected efficiently with minimum delay and with confidence.

Believers

- Bamberger's
- P.A. Bergner's
- Bullock's
- Clothesline
- Contempo Casuals
- Dillard's
- Frederick & Nelson
- Hartmarx
- Hess Department Stores
- Hot or Not
- Macy's
- Mainstreet
- T.J. Maxx
- May Co.
- Nordstrom
- Palais Royal
- Parisians
- J.W. Robinson
- VogueBody Shops



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Over the 31 years that McGraphics Design has been in business we've done hundreds of logos for corporations, non-profits and small businesses.

Logos

While designing is often a solitary act, creativity and vision come from a unique synergism between designer and client.

So the credit for the success of these logos on the next three pages belong as much to the client as it does to the designer.

I.C. SWIGG'S

Establishing immediate market recognition and appealing to consumers was the goal of the management team assigned to develop labels for this new line of fruit drinks. Using a vivid hues, designing a series of color-changing logos and creating semi-realistic illustrations McGraphics Design succeeded. In large part thanks to our labels I.C. Swigg's was offered placement on Ralphs supermarket shelves.

Consumer Appeal





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The first question McGraphics Design asks when we take on a web site project is what does the client want to communicate, sell, achieve.

Web

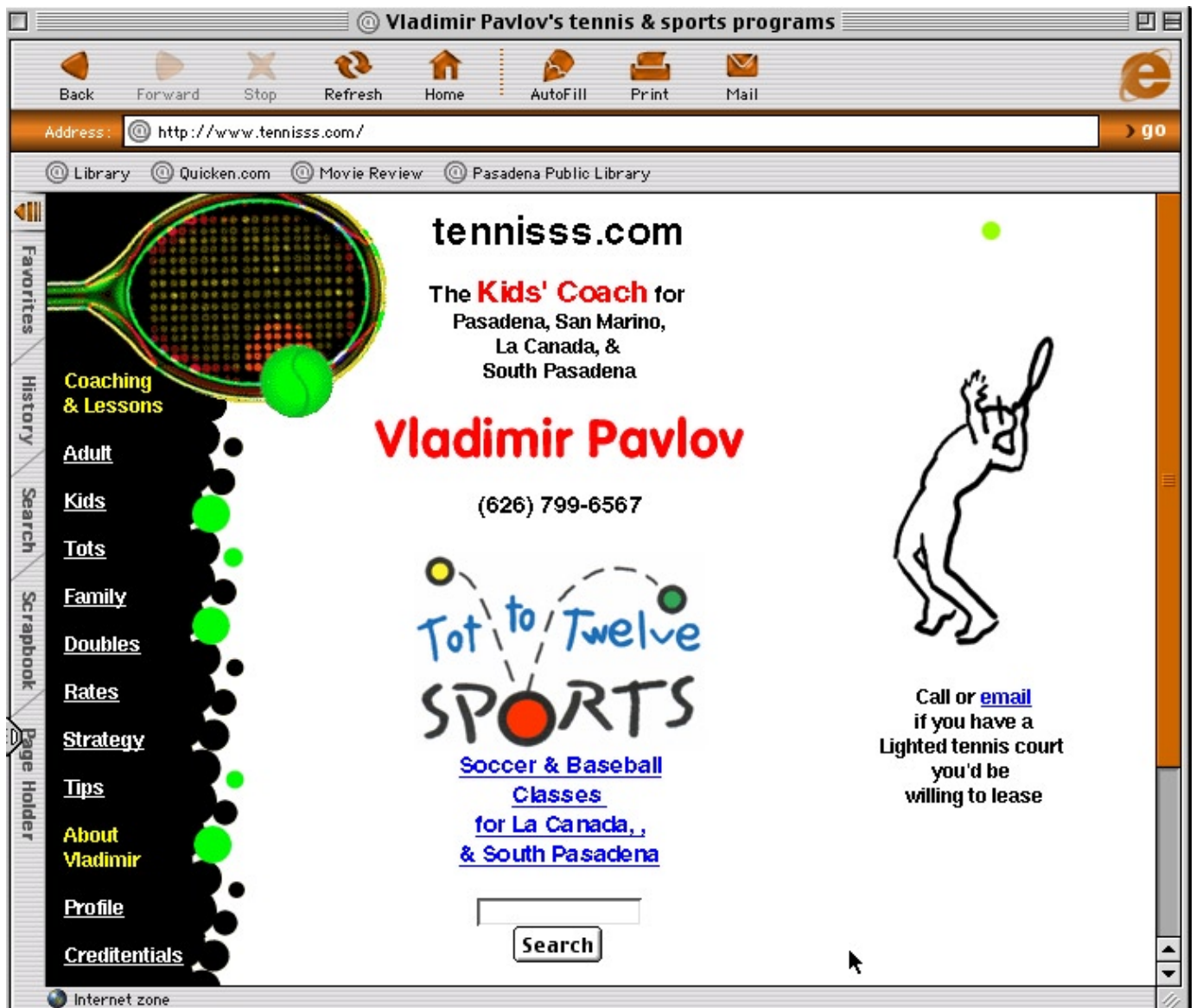
From that information we determine web structure, then design and build a lean efficient, visually stimulating site.

TENNISS.COM

First launched in 1997 this site now generates 30% of all the client's new business. McGraphics Design is the webmaster.

Side note: the tennis player in the top right corner serving is an animation that requires no special plug-ins.

Tennis.com



Our Team

PRESIDENT



Kathleen McGuinness founded McGraphics Design in 1972. Since then she has done work for Trader Joe's, Sunkist, Disney, Boeing and the Defense Department of Israel.

Kathleen's design skills are solidly based in printing and typography. In 1970 she made printing plates, film and ran a printing press during her tenure as at Benson Printing's creative director. In 1971 she developed her eye for type and font spacing while working for Dee Typography. And in 1989 she studied fine art under Harry Carmean at Art Center, reputed to be one of the finest draftsman in the world today.

MARKETING DIRECTOR



Vladimir Pavlov joined McGraphics Design in 1998 after running a coaching business and creating a city-wide children's sports program. Vladimir has been involved in marketing since graduating with a law degree from Charles University. As a former tennis circuit pro he has developed and marketed numerous successful sports programs in Europe and the U.S.

DESIGN, PRODUCTION & WEB DEVELOPMENT

McGraphics Design maintains a stable of talented designers, production artists and web developers who regularly assist in producing quality printing and packaging projects and web sites.