

SGK AND ITS BRANDS

SGK is a leading global brand development, activation and deployment company that drives brand performance. By creating,

activating and protecting brands, we help our clients achieve higher brand performance. SGK's global footprint spans more than 20

countries. SGK is part of Matthews International Corporation (NASDAQ GSM: MATW).



LEVERAGING BRAND PERFORMANCE

We create, activate and protect brands, by

- helping make brands more desirable
- helping make brands more profitable
- transforming fragmented brand expressions into powerful consumer experiences
- making every touchpoint a point of cumulative brand impact

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| <p>THE "S."</p> <p>S: Standing for the founding Schawk family and the enduring values it practices on behalf of clients and employees, the human element at the heart of the brand and at the heart of the work SGK performs for its clients.</p> | <p>THE "g."</p> <p>g: Lowercase, visually stylish, and crossing the lower boundary to represent the creative, emotional, consumer-facing element of SGK's work.</p> | <p>THE "K."</p> <p>K: The K's elements emanate from the center and extend in multiple directions. This represents both the founding of SGK on Kedzie Avenue in Chicago and SGK's current reach geographically, creatively, and strategically.</p> |
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CREATING MEANINGFUL BRANDS

We create meaning that connects with people in new ways in years to come, by

- Gaining strategic insight into brand identity
- Developing a strong positioning in the market
- Creating a powerful design system



AMPLIFYING AND ELEVATING BRANDS

We activate brands across media to connect them with people, by

- Designing desirable brands that inspire action
- Creating a thirst for brands from package to campaign
- Keeping brands consistent across channels



CREATING BRAND EXPERIENCE

We activate brands by bringing them to life in physical spaces, by

- Designing compelling brand experiences at retail
- Producing innovative in-store installations
- Deepening the shopper engagement



CROSS-MEDIA PRODUCTION AND FLEXOGRAPHIC

We protect brand equities across channels, regions, processes and suppliers, by

- Driving brand consistency
- Producing premium flexographic printing and embossing formes
- Scaling efficiencies worldwide



PREMIUM ROTOGRAVURE AND SECURITY SOLUTIONS

We protect brand equities across regions, processes and suppliers, by

- Increasing brand consistency
- Producing premium rotogravure printing and embossing rollers
- Creating effective anti-counterfeiting solutions

We drive printing and converting solutions, by

- Gaining a deep understanding of our customers' processes
- Engineering innovative special machines for individual challenges
- Designing steelbases and technical rollers to meet individual needs

MEDIA CONTACT

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