

## BACKGROUNDER

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bluemia is a leading provider of design and printing for use in vehicle, large format and environmental graphic applications for B-to-B and B-to-C organizations. Through its combination of cutting-edge technology, nontraditional approach to ideas and design expertise, bluemia helps companies get noticed and gain market share through highly relevant communications.

bluemia has grown organically since its inception in 1998, doubling in revenue with each year. Much like its inventive, get-you-noticed products and services, bluemia is the kind of company that exemplifies rapid growth and smart, maverick thinking. Re-investment of profits into the company continues at a rapid pace to keep up with heightened demand. bluemia is the type of company that has consistently seen a high percentage of growth in all of its fiscal year revenues.

With continuous investment in research and development, bluemia's management team sets industry standards using its proven methods, new technology and creating benchmarks to provide unparalleled products at competitive prices. bluemia also offers a variety of specialty products to accommodate unique signage and graphic requirements. bluemia was the pioneer in turning the Arizona market on to vehicle wrapping as a marketing tool.

bluemia applies its unique depth of expertise to every project, building on years of experience and research to make vehicle, large format and environmental graphics more eye-catching, resilient and effective. Securing partnerships with 3M and Nazdar have positioned bluemia as a trusted industry leader with the creativity and tools to achieve what is otherwise impossible.

The 30-employee team is led by an experienced management team that believes in building a successful team-oriented culture where all employees are entrenched with a sense of ownership. Co-founder and President Jared Smith leads the company in its growth. The company headquarters, in Tempe, Ariz., combines the fast-paced, creative environment of a prevailing business with the strength and support of a company that has been around for more than 100 years. Recent expansions have more than doubled company headquarters to 16,000 square feet.



## BACKGROUND

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### **Mission**

An internationally recognized, award-winning company with a proven track record in the large-format graphics industry, bluemia aims to transform the marketing industry through its innovative, customized solutions that overlap across a multitude of mediums. This commitment has won bluemia a client base of over 3,000 local, national and international companies. Bottom line: bluemia is poised to redefine the large format printing industry.

### **The Future of bluemia and - - - the Large Format Printing Market**

Today's advertising market is flooded with cookie cutter images. Consumers encounter thousands of messages each day. The need for marketers to break out of the pack is at an all-time high. The use of full color graphics in nontraditional ways, whether it is on sides of buildings, sidewalks, cars, trucks, city streets or stairwells, shows that the options are limitless for large format digital graphics.

Studies show that a car wrap can deliver up to 8.3 million views per year in a city of 50,000. Vehicle wraps give the ability for small businesses to be placed on the same playing field as their other prominent competition. Other research proves a company makes 750 times as many visual impressions using fleet advertising as they can with prime-time TV advertisements. As well, in a recent study, 96% of respondents said that fleet graphics had more impact than billboards.

bluemia stands well-positioned in the market as a leading company with the right solutions—creative, innovative and exclusive—that allow marketers to get in front of their target audiences.



## EXEC. BIOS



**Jared Smith**  
Co-Founder and President

As president of bluemia, Jared Smith is the visionary that oversees business strategy and direction of the company's growth and continued market influence in the large format and vehicle graphic markets. Smith's deep operational vision and experience of over 18 years in the printing industry has led this self-funded start-up to a multi-million dollar large format printing firm. A serial entrepreneur at heart, Smith co-founded bluemia in 2000 after launching several other marketing-related businesses, most notably The Golf Tournament Group (TGTG) in 1998. In 2005, Smith was nominated for the coveted Entrepreneur of the Year award from bizAZ magazine. Smith has spoken at many industry gatherings about marketing and business development, including the Signage and Graphic Summit and The American Marketing Association. Smith attended Arizona State University and Glendale Community College. When Smith isn't using his noggin to put bluemia on the map, he can be found on the slopes snowboarding, scuba diving, playing cards and listening to live music.



**Lance Davis**  
Co-Founder and Vice President of Operations

For over 17 years, Lance Davis has had a hand in managing and operating several small business start-ups including The Golf Tournament Group (TGTG), a company Davis started with business partner and friend, Jared Smith in 1998. In 2000, both Davis and Smith went on to launch bluemia. As co-founding buyer and vice president of operations for bluemia, Davis is responsible for keeping the cash-flow on the positive side by meeting operational budgets and keeping bluemia on its steady growth track. His area of expertise also extends to maintaining phenomenal relationships with subcontracted vendors and clients. Outside of work, "Vegas," as he's know around the bluemia team, likes to press his luck rolling dice, mountain biking and jet skiing.



## EXEC. BIOS

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**RJ Orr**

Partner and Vice President of Sales

RJ Orr joined Jared Smith and Lance Davis in 1998 and soon became a partner of bluemia. At bluemia, he is now responsible for leading its sales efforts including the development and management of key partnerships. Orr's dedication in delivering the highest quality of customer service keeps him involved in every department giving him not only the ability to leverage and maintain strong partnerships, but also to get first hand knowledge of company projects and new trends on the frontlines. Orr understands and is dedicated to understanding the needs of bluemia's clients giving him the ability to consistently deliver and surpass their expectations. He enjoys being in the trenches with the sales team in helping to channel the amazing skill sets they bring to the table. Prior to working with Smith and Davis, Orr was involved in sales and management of various sports merchandising companies. Orr holds his BA in Management from Arizona State University. When not closing deals, Orr will voluntarily take anyone out in a game of HORSE or a round of golf.



**Darren Wilson**

Partner and Vice President of Marketing

Darren Wilson attributes his success at bluemia to his background of more than 10 years in advertising and marketing. As bluemia's vice president of marketing, Wilson is responsible for bluemia's brand. He focuses on identifying new markets and solidifying bluemia's understanding and positioning for marketing and sales strategy. Wilson works alongside his industry peers promoting bluemia to take it to the next altitude as a nationally recognized firm. Wilson's knack for developing unsurpassed strategy behind marketing allows him to tap into the most rewarding part of his role—providing marketing solutions for customers. Wilson earned a BA in Advertising and Graphic Design from Kansas State University. Wilson most recently launched, and currently leads Blind Society; a nontraditional marketing firm aimed at helping Fortune 1000 consumer brands grow market share. He is a member of Entrepreneur's Organization, Ad 2 Phoenix, American Institute of Graphic Arts and the Advertising Club of Phoenix and he has spoken at the Signs and Graphics annual summit. If "Red" as he is known, isn't at the office making the impossible possible, he can be caught successfully hitting balls out of sand traps on the golf course or getting lost on a mountain skiing or snowmobiling.



## FACT SHEET

### Overview

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### Headquarters

bluemia  
1725 West 3rd Street  
Tempe, AZ 85281  
Phone: (480) 317-1333  
Fax: (480) 317-0277  
www.bluemia.com

### Key Executives

Jared Smith	Co-founder, President
Lance Davis	Co-founder, Vice President of Operations
RJ Orr	Partner, Vice President of Sales
Darren Wilson	Partner, Vice President of Marketing

### Founded

2000

### Services

Vehicle Graphics  
Banners  
Environmental Graphics  
Signage  
Design

### Standout factor

bluemia's entire exec team is under 35

(note: company name "bluemia" should be presented as an all lowercase word)



## FACT SHEET

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### Markets

Business - to - Business  
Business - to - Consumer  
Non-Profit / Charity  
Sports & Entertainment

### Awards

2006 - Int. Sign Contest, 1st Place, 3rd Place, Honorable Mention for Vehicle Graphics  
2006 - Int. Sign Contest, 1st Place, for Banners /Soft Signs  
2005 - Int. Sign Contest, 1st Place, 2nd Place for Vehicle Graphics  
2005 - *Print Magazine*, Regional Package Design  
2004 - Int. Sign Contest, 3rd Place for Vehicle Graphics  
2003 - Contra-Vision Int. Wrap Contest, Overall Best in Show for Vehicle Graphics

### Clients

Arizona Lottery, jobing.com, Clear Channel, Lucas Oil, Desert Schools Credit Union, Wells Fargo, Phoenix Coyotes, Esenté, Comedy Central, Atronic Americas, Diageo

