



TAYLOR

Media Packaging Solutions

Connecting artists with audiences



GRAMMY® Finalist

Best Recording Package: Reckless Kelly



GDUSA's American Packaging Award Winner

Entertainment, Beauty and Sustainable Packaging

Artistry in Every Detail

No matter what your art form or the media you use to share it, Taylor has a thousand different ways to bring your creative vision to life. From LPs and gaming releases to CDs, DVDs and Blu-Rays, we offer the innovative print and packaging solutions to deliver any type of experience you can envision. That's because Taylor is a full-service manufacturer — not a broker. We have the technology in-house to provide a true end-to-end solution as well as the turnkey marketing services you need to build your fan base.

Why Taylor?

- In-house CAD services give you a creative and competitive edge
- Five day turn time capability allows you to move fast with confidence
- Taylor affiliation enables seamless turnkey solutions



Gaming Software

From Pastime to Passion

Video games have become ingrained in pop culture, but gamers are constantly looking for something new. Something surprising. Something . . . more. Unless you want to look like the ultimate n00b and get pwned by the competition, you need a packaging partner who can master the details and deliver an experience worthy of your fans' passion.

If it can be printed, folded, glued or wrapped around something, Taylor can produce it — quickly to meet your release dates and efficiently to meet your budget. Our sister company is also one of the ten largest promotional marketing distributors in America, allowing us to offer a comprehensive gaming solution unlike anyone else in the industry.



75% of U.S. households have at least **one** gamer



Vinyl Records

What's Old is New Again

Vinyl is back and it's better than ever. Whether you need a clever spin on an inner sleeve or an entire collector-worthy music set including books, inserts and more, Taylor can position your work for the LP renaissance.

As a leading consumer packaging and print manufacturer, we have the talent and technology to deliver the high level of finish that your work demands — and your audience craves.



1986 is the last time — prior to 2019 — that vinyl outsold CDs



DVD and Blu-Ray

Tangible and Tactile

Streaming has altered the balance of power in the music and movie industries, but pre-recorded media remains a multibillion dollar market — and offers unlimited opportunities to create the type of artist/audience connection that digital delivery cannot match.

With years of experience crafting solutions for the CD and DVD market, Taylor is one of the stalwarts of the entertainment industry and can deliver every conceivable printed component.



\$13B annual DVD and Blu-Ray sales globally



Compact Disc

Timeless and Enduring

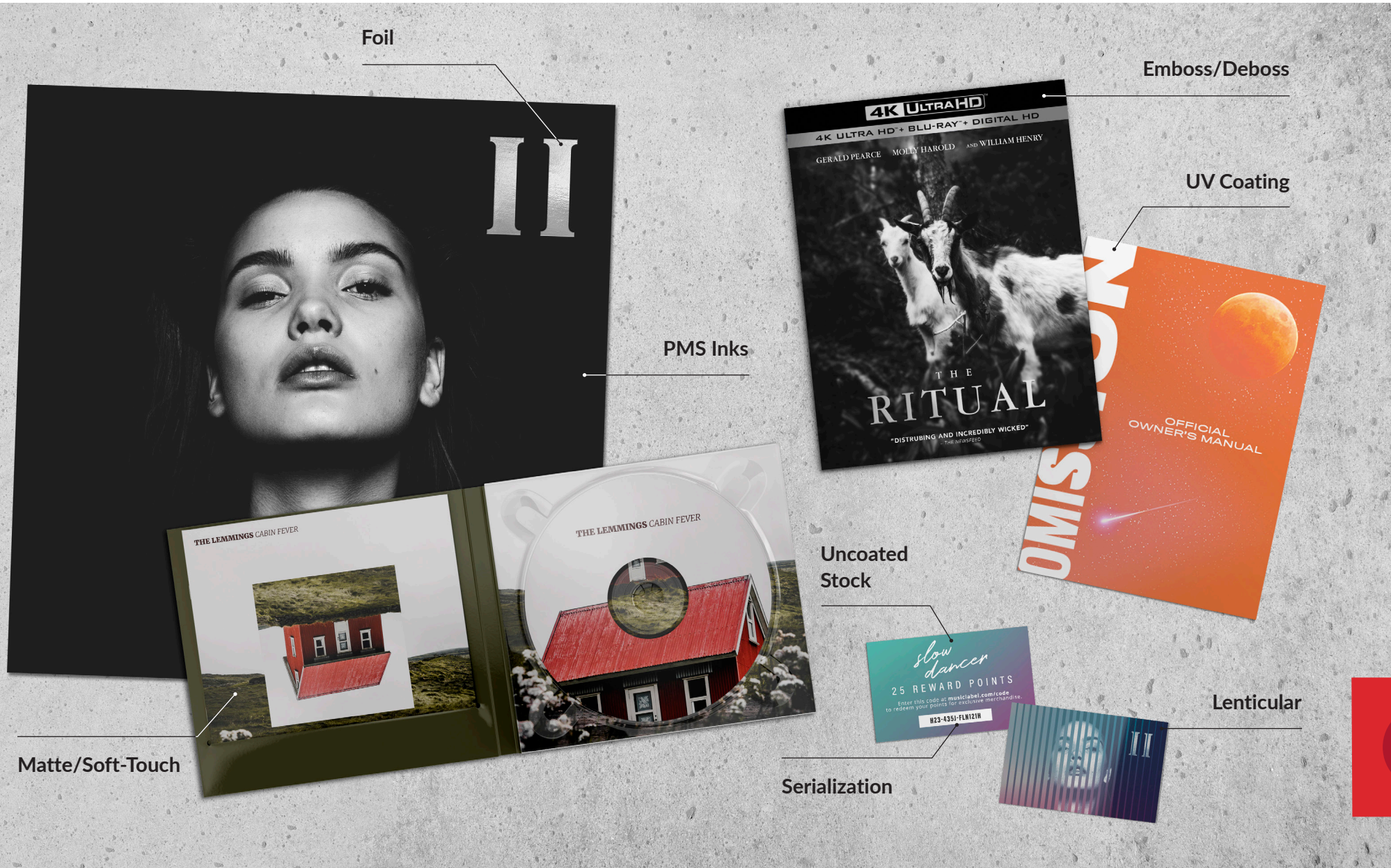
Streaming has had an even bigger impact on the music industry but, nonetheless, millions of CDs continue to be sold nationwide each year. Many audiophiles still prefer the sound quality, portability and physicality of the compact disc — and with good reason.

Taylor has the design, packaging and labeling savvy to bring your artistry to market in the timeless CD format, ready to delight those who seek permanence in each performance.



46.5M

CD shipments in
the U.S. during 2019



Embellishments

Anything But Ordinary

Physical media is more than just an entertainment delivery vehicle — it adds elements of texture, design and pride of ownership to your audience's experience. You can magnify this by incorporating high-end details that catch the eye and beg to be touched.

With 12 patents for lenticular printing alone and the backing of our parent company, Taylor gives you access to some of the most sophisticated printing and finishing techniques available today.



45% of consumers more easily identify products with **high-visibility print enhancements**



Marketing Solutions

The Simplicity of a Single Source

Art and entertainment are meant to be shared with others and the larger your audience, the greater your impact. A subsidiary of one of the five largest graphic communications companies in North America, Taylor has capabilities in-house to create excitement around your product with marketing and promotional strategies of every type.



2B direct mail pieces that we print and mail annually

Learn More

Find out how Taylor is using industry-leading technology to revolutionize commercial print. Contact your Taylor representative to learn more.



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