

MONROE, WISCONSIN

YOUR TRUSTED PRINT PRODUCTION PARTNER  
SINCE 1979





# About New Life Press

## More Than a Printer — A Trusted Production Partner

New Life Press has been delivering precision print solutions since 1979. What began as a small local print shop has evolved into a **full-service commercial printing partner** relied on by marketing agencies, enterprise brands, and trade professionals across the Midwest and beyond.

From day one, our mission has remained consistent: **deliver exceptional quality with unmatched reliability** — no matter the scale, scope, or deadline.

## Built to Support High-Stakes Projects

We specialize in being the behind-the-scenes production partner for organizations that need their print done right — and done fast. Whether you're a corporation needing overflow support, an agency with a national campaign, or a trade printer seeking a white-label solution, **New Life Press integrates seamlessly into your operation.**

We don't just take jobs — **we take ownership.** From artwork checks to final delivery, we approach every project with the care, consistency, and quality control you'd expect from your own in-house team.

# About Us

# Our Mission

To be the most trusted production partner for the people behind the print — delivering clean, fast, and reliable work that protects reputations, meets deadlines, and powers campaigns. We don't aim to be the biggest or the flashiest — just the team that always delivers, every time.

## Rooted in Craft. Ready to Scale.

Our Monroe, Wisconsin facility serves as the production engine behind countless campaigns, launches, and seasonal rollouts. While we remain grounded in the values that built our reputation — **quality, integrity, and accountability** — we now operate with the mindset and capability of a true trade partner.

We're not just a print vendor. **We're the partner you can trust to get it done — when it matters most.**

# Core Values



## RELIABILITY

We deliver on time, every time. No excuses.



## PRECISION

Every detail matters. From color accuracy to finishing, we get it right.



## PARTNERSHIP

We work like an extension of your team — flexible, accountable, and responsive.



## INTEGRITY

We stand behind our work and do what's right for our clients.



## PROGRESS

We embrace new technologies and smarter workflows to keep you ahead.

# Our Mission & Core Values



### Offset & Digital Printing

From catalogs and brochures to business cards and inserts — all printed to exacting specs with tight turnarounds.



### Large Format Printing

Signs, banners, displays, and retail graphics that command attention — indoor or outdoor, short-run or ongoing.



### Embellishments

Spot UV, foil stamping, lamination, die-cutting — premium finishes that help your printed materials stand out.



### Direct Mailing

End-to-end mailing services for campaigns of any scale — including EDDM, targeted mailers, and compliance-ready handling.



### Binding Services

Perfect-bound, coil-bound, saddle-stitched, or custom — we offer versatile finishing to suit any application.



### Custom Packaging

Retail cartons, mailers, sleeves, and inserts — designed, printed, and ready to impress on the shelf or in the box.



### Kitting & Fulfillment

We pick, pack, and ship print-based kits and materials with precision — streamlining national campaigns or multi-location delivery.

# Core Capabilities

# Decals

Custom decals built for impact, durability, and flexibility across surfaces.

- **Standard Vinyl Decals:** Indoor/outdoor use, strong adhesive, UV-resistant ink
- **Perforated Window Decals:** One-way visibility for storefronts or vehicle wraps
- **Floor Decals:** Slip-resistant and removable — ideal for events, navigation, or POP messaging
- **Double-Sided Decals:** Viewable from both sides of glass, with opaque center layer

We support die-cut shapes, gloss/matte finishes, and custom sizing for any application.



# Products & Services

# Standard Vinyl Decals

## PRODUCT DESCRIPTION

Crafted for long-term durability and maximum visual impact, our Standard Vinyl Decals are made from premium 8mil opaque white vinyl and printed using high-resolution HP Latex technology. These decals are fully waterproof, fade-resistant, and versatile for both indoor and outdoor use. Whether you're branding packaging, storefronts, or event materials, our decals deliver a crisp, vibrant finish with lasting adhesion—available in virtually any size or shape to meet your needs.

## FEATURES

- Up to 60" width by any custom length
- Sharp full-color graphics with eco-solvent latex inks
- 100% customizable to any shape or size
- Cut-to-Shape Die Cutting Available
- Indoor & Outdoor Rated
- Permanent or Removable Adhesive
- Weatherproof & UV Resistant
- Cost-effective with professional finish
- Eco-Friendly material & print process

## MATERIAL

- 8mil Opaque White Vinyl

## PRINT OPTIONS

- Single Sided



## APPLICATIONS

- Windows
- Walls
- Packaging
- Branding
- Advertisements
- Event Marketing

## OPTIONAL MATERIALS

- 3.4mil Gloss White Vinyl – Permanent
- 3.4mil Gloss White Vinyl – Removable
- 3.4mil Matte White Vinyl – Permanent
- 3.4mil Matte White Vinyl – Removable

## FINISHING OPTIONS

- Cut to Shape

# Perforated Window Decals

## PRODUCT DESCRIPTION

Transform windows into powerful billboards with our Perforated Window Decals, designed for vibrant outdoor visibility and discreet interior privacy. Ideal for retail storefronts, vehicle windows, and building wraps, these decals feature a 70/30 mesh that allows for one-way viewing while maintaining vivid, full-color graphics. Printed with UV-resistant inks for extended outdoor life, they offer both branding impact and sun protection in a single solution.

## FEATURES

- 54" width by any custom length
- 100% customizable
- One-way visibility: see-through from the inside
- Reduces heat and glare from sunlight
- Enhances storefront branding
- UV & weather resistant for 3+ year durability
- Suitable for indoor or outdoor use
- Eco-Friendly materials

## MATERIAL

- 70/30 White/Black Vinyl Mesh

## FINISHING OPTIONS

- Cut to Shape

## PRINT OPTIONS

- Single or Double Sided
- 1st or 2nd Surface Application



## OPTIONAL MATERIALS APPLICATIONS

- |                                  |                   |
|----------------------------------|-------------------|
| • 60/40 Clear Vinyl Mesh         | • Retail Windows  |
| • 70/30 Clear Vinyl Mesh         | • Building Wraps  |
| • 60/40 White/Black Vinyl Mesh   | • Advertisements  |
| • 50/50 White/Black Vinyl Mesh   | • Event Marketing |
| • 8mil Dual Layer Blockout Vinyl | • Brand Awareness |
|                                  | • Vehicle Windows |



# Floor Decals

## PRODUCT DESCRIPTION

Our Floor Decals are engineered for high-traffic environments—blending attention-grabbing graphics with non-slip durability. Whether used for promotions, directions, or brand placement, these decals adhere securely to most indoor surfaces and resist scuffing, water, and wear. From airports and trade shows to retail displays, these decals guide customers and boost brand visibility with confidence.

## FEATURES

- Available in various standard and custom sizes
- Slip-resistant, scuff-proof surface
- Printed with high-resolution graphics
- Fully customizable shapes and designs
- Indoor use on most flat surfaces
- Safe for high-traffic zones
- Tear and peel resistant
- Easy application & clean removal
- Water & scuff resistant finish
- Durable vinyl built for longevity

## FINISHING OPTIONS

- Cut to Shape



## OPTIONAL MATERIALS APPLICATIONS

- 4mil Vinyl Floor Graphic – Clear

## PRINT OPTIONS

- Single Sided

## MATERIAL

- 4mil Vinyl Floor Graphic – White

- Directional Graphics
- Dance Floor Decals
- Showroom Displays
- Retail Locations
- Storefront Entrances
- Trade Shows
- Temporary Promotions



# Window Decals

## PRODUCT DESCRIPTION

Add elegance, privacy, and professionalism to your space with our Frosted Window Decals. Made from premium 3mil polymeric etch film, these semi-translucent decals offer a refined etched-glass appearance while diffusing light. Perfect for office interiors, conference rooms, and storefronts, they provide privacy without sacrificing design aesthetics—ideal for both corporate and creative applications.

## FEATURES

- Customizable sizes & shapes
- Clean, sandblasted look for premium interiors
- Light transmission with full privacy
- Excellent for logos, messaging, or office branding
- Long-lasting, scratch-resistant finish
- Permanent or removable adhesive options
- Easy application and clean removal
- Indoor & outdoor versatility
- Cut-to-Shape Die Cutting Available

## MATERIAL

- 3mil Polymeric Glass Etch Film

## PRINT OPTIONS

- Single Sided



## FINISHING OPTIONS

- Cut to Shape
- 1st or 2nd Surface Application

## APPLICATIONS

- Offices
- Conference Rooms
- Retail Windows
- Commercial Interiors
- Residential Privacy
- POP & Indoor Signage



**NEW LIFE**<sup>®</sup>  
PRESS

Whether you need an extension of your in-house team or a print partner who can deliver under pressure, **New Life Press** brings deep industry experience, modern equipment, and a commitment to your brand's success.

**Let's talk about how we can support your next project.  
Request a quote or reach out to discuss ongoing trade partnerships.**