



VIDEO PLUS PRINT™

Merging Two Worlds

Consistent commitment and a deep passion for a unique multi-sensory concept led VIJAY TIKAMDAS MAHBUBANI to grow Video Plus Print™ company from scratch to a sought-out recognized global brand.

Humble beginnings sometimes usher in great things, as certainly was the case with Video Plus Print™. Established in October 2009, it started out of a home office with the mother-son tandem of Neeta and Vijay Mahbubani, respectively the company's current chairperson and CEO. In debt and without capital in the wake of the global financial crisis, sheer grit and belief in the concept of fusing video technology into print drove Vijay's efforts. The company managed to ship its first order of video mailers to Volkswagen Germany by December of that year.

The fusion of video technology into print saw use initially at Fortune 500 companies with large advertising budgets. "In early 2011, video brochures, presentation boxes, and business cards began gaining favor with smaller Multinational companies. By 2013, medium-sized companies began recognizing the value of this form of marketing and since then, have become more inclined to use VPP's creative products in their campaigns," shares Vijay.

Industry Leader

Video Plus Print™ is an advanced digital manufacturing company fusing multi-sensory technologies such as video, sound, light, motion, vibration, solar, 3G phone, Bluetooth, and Wi-Fi into print for the marketing and packaging industries. In 2011, it released the world's first multipage sensory video book, allowing users to view new videos each time they turned a page. This unique tool lets businesses tell stories of their products and services with more impact, as the combination of editorial content and video provides audiences a more immersive experience.



To introduce the product, VPP first offered it at a low quantity print run of 25 pieces. This strategy helped VPP trickle its way in, slowly increasing in demand; the wow factor they delivered greatly resonated with brands.

"Our wide range of video-in-print collateral spans video brochures with Wi-Fi, LCD greeting cards, shelf-talkers, in-store video displays, invitation cards, real estate brochures, detail aids, paper-thin video magazine inserts and even children's story books. The possibilities are endless; end users feel an endearing connection with our client's product and services. Our clients in turn Experience More™ buzz, a higher Return On Investment (ROI) on their marketing campaigns and the resulting affinity with end users along with our passion to continuously innovate and push all boundaries of creativity is what keeps our clients coming back for more."

VPP manufactures all technologies in-house at its China factory. "We have a team of graphic designers, video animators, R&D specialists, engineers, and strict quality controllers that empowers us to offer the highest quality products, latest inventions, and great quality at competitive prices." The company currently has offices in Hong Kong, the UK, Netherlands, Germany, USA, Canada, Mexico, Honduras, UAE and New Zealand, enabling it to offer services round the clock.

"Perfection is our goal; excellence will be tolerated" is our company's internal standard.

VPP is extremely mindful of the end users' experience with all products, some of which include VIPs and dignitaries, leaving little room for errors or imperfections. At VPP we are constantly keeping our client's reputations in mind.

"When companies like Samsung, Disney, Nokia, Microsoft, Commonwealth Bank, Google, YouTube, Marks & Spencer, Shell, E&Y, Mazda, Volkswagen, Vodafone and other multinational and Fortune 500 companies trust us and use our technologies, we need to ensure that our quality reaches the highest standards," says Vijay. Protecting and enhancing client brand name and image is of utmost importance.

"Our business is growing by 50% every year and we are perfectly positioned to grow even faster. With decades of experience in print, packaging, and technology, along with a local presence in most continents, we are capable of meeting all demands and offering personalized services to global clientele. We plan to be a one-stop shop for providing hardware, software, graphic design and video production across the globe. There is currently no other manufacturer, reseller, distributor or media agency in the world that is as uniquely positioned to provide this comprehensive service to its clients." ■

For additional information please visit **VideoPlusPrint.com**

