

CENVEO, INC
Form DEFA14A
August 25, 2005
UNITED STATES

SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

SCHEDULE 14A

**Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934**

Filed by the Registrant

Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2))

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to §240.14a-12

CENVEO, INC.

(Name of Registrant as Specified in Its Charter)

(Name of Person(s) Filing Proxy Statement if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required

Fee computed on table below per Exchange Act Rules 14a-6(i)(4) and 0-11.

- 1) Title of each class of securities to which transaction applies:
- 2) Aggregate number of securities to which transaction applies:
- 3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11 (Set forth the amount on which the filing fee is calculated and state how it was determined):
- 4) Proposed maximum aggregate value of transaction:
- 5) Total fee paid:

o Fee paid previously with preliminary materials.

o Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the Form or Schedule and the date of its filing.

- 1) Amount Previously Paid:
- 2) Form Schedule or Registration Statement No.:
- 3) Filing Party:
- 4) Date Filed:

Investor Presentation

Sales and Operational Highlights

On August 5, 2005, Cenveo, Inc. (Cenveo or the Company) filed with the Securities and Exchange Commission a definitive proxy statement on Schedule 14A in connection with a special meeting of its shareholders. **Cenveo's shareholders are strongly encouraged to read carefully the definitive proxy statement, because it contains important information.** Free copies of the definitive proxy statement are available at the SEC's web site at www.sec.gov, at Cenveo's web site at www.cenveo.com, or by directing requests to Cenveo's proxy solicitor, Innisfree M&A Incorporated, toll free at 1-888-750-5834.

Statements made in this presentation and other written or oral statements made by or on behalf of Cenveo, other than those concerning historical financial information, may constitute forward-looking statements within the meaning of the federal securities laws, which are subject to risks and uncertainties, including without limitation: (1) general economic, business and labor conditions, (2) the ability to implement the Company's strategic initiatives, (3) the ability to regain profitability after substantial losses in 2002 and 2001 and in the first quarter of 2004, (4) the majority of the Company's sales are not subject to long-term contracts, (5) the industry is extremely competitive due to over-capacity, (6) the impact of the Internet and other electronic media on the demand for envelopes and printed material, (7) postage rates and other changes in the direct mail industry, (8) environmental laws may affect the Company's business, (9) the ability to retain key management personnel, (10) compliance with recently enacted and proposed changes in laws and regulations affecting public companies could be burdensome and expensive, (11) the ability to successfully identify, manage and integrate possible future acquisitions, (12) dependence on suppliers and the costs of paper and other raw materials and the ability to pass paper price increases onto customers, (13) the ability to meet customer demand for additional value-added products and services, (14) changes in interest rates and currency exchange rates of the Canadian dollar, (15) the ability to manage operating expenses, (16) the risk that a decline in business volume or profitability could result in a further impairment of goodwill, and (17) the ability to timely or adequately respond to technological changes in the Company's industry.

Discussion of additional factors that could cause actual results to differ materially from management's projections, forecasts, estimates and expectations is set forth under Management's Discussion and Analysis of Results of Operations and Financial Condition in the Cenveo Annual Report for the fiscal year ended December 31, 2004, and in the Company's other SEC filings. A copy of the annual report is available on the Company's Web site at <http://www.cenveo.com>.

The forward-looking statements involve known and unknown risks, uncertainties and other factors that are, in some cases, beyond Cenveo's control. Cenveo cautions investors that any forward-looking statements made by the Company are not guarantees of future performance. These statements are based on current expectations and speak only as of the date of such

statements. Cenveo disclaims any obligation to update any such factors or to announce publicly the results of any revisions to any of the forward-looking statements, whether as a result of future events, new information or otherwise.

Key Themes

More than a printing company

Broad market coverage to deliver customer solutions

Competing on value drives margin expansion

Strategic sales provides top line growth engine

Team and plan in place

3

Products and Services

The depth and connection of the platform differentiates Cenveo

Cenveo is more than a printing company

4

Comprehensive image storage and filing, with advanced search capabilities

Digital asset management

ng, CAD, web design, creative and graphic services

D renderi

-

Illustration, retouching , 3

Media

-

Pre

inkjetting, and mailing

Strategically located mailing centers that provide mail preparation services (e.g., address verification)

Mailing

line order assembly

-

tegitally located full service centers with on

Stra

Fulfillment

Color management system to achieve color process control and digital delivery of contact proofs

TM

Color Science

Web portal that provides access to a suite of customizable eBusiness and eCommerce solutions

TM

eCenergy

Description

Services

Products

Description

Commercial Printing

Employ sheetfed and web offset, and digital printing platform to produce customized printing including brand marketing material, annual reports and car brochures

Envelopes

Customized envelopes for billing and remittance, direct mail, and resale. Sizes include commercial, remittance, catalog, announcement, booklet, CD, and coin

Documents

Short

-

run, custom printed traditional business forms, specialty documents, and direct mail products; including single ply mailer

s, integrated cards, cut sheets, continuous forms and snap apart forms

Labels

Pressure sensitive labels including spot color labels, premium labels, electronic data processing labels, and specialty graphics

Geographic Footprint

Broad Geographic Footprint

Applying the value proposition to the operational platform delivers customer solutions

Apply Value Proposition

Sell Platform Capability (Service Hubs)

5

Web Offset Printing

Mailing

Fulfillment

Color Digital

Customer Value Delivered

Reduce total cost of ownership

Collapse cycle time

Protect and increase brand integrity

Drive top-line revenue growth

Customers benefit from our solution selling strategy

Competing on value drives margin expansion and increases customer retention

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Growth Projections

Breakout sales growth is projected at the strategic sales level

Sales CAGR By Product Line (2006-2008)

Projected strategic sales growth is consistent with our recent track record and comes in large dollar increments from large customers

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Strategic sales differentiates Cenveo

What We Sell The Value Chain

Process

Data

Design

Compose

RIP

Finish

Fulfill

Distribute

Track

Response

Repository

Print

Solutions strategy creates more value than low cost only strategy

**Identify and
Filter Prospects**

**Account
Assignment
and
Initial Strategy**

Discovery

Proposal

Sell

Implement

8

How We Sell It

Strategic Sales Defined

Strategic Sales Opportunity

The market exists for strategic sales

Projected Incremental Growth (\$ million)

Sweet Spot Market Size

Share of Market Needed

With a modest success ratio we can achieve our projections

Number of Prospects In Target Market

9

Deep industry experience exists at the operating level

Team

Number of Facilities

Average General Manager Tenure

Cenveo tenure

Total industry experience

10