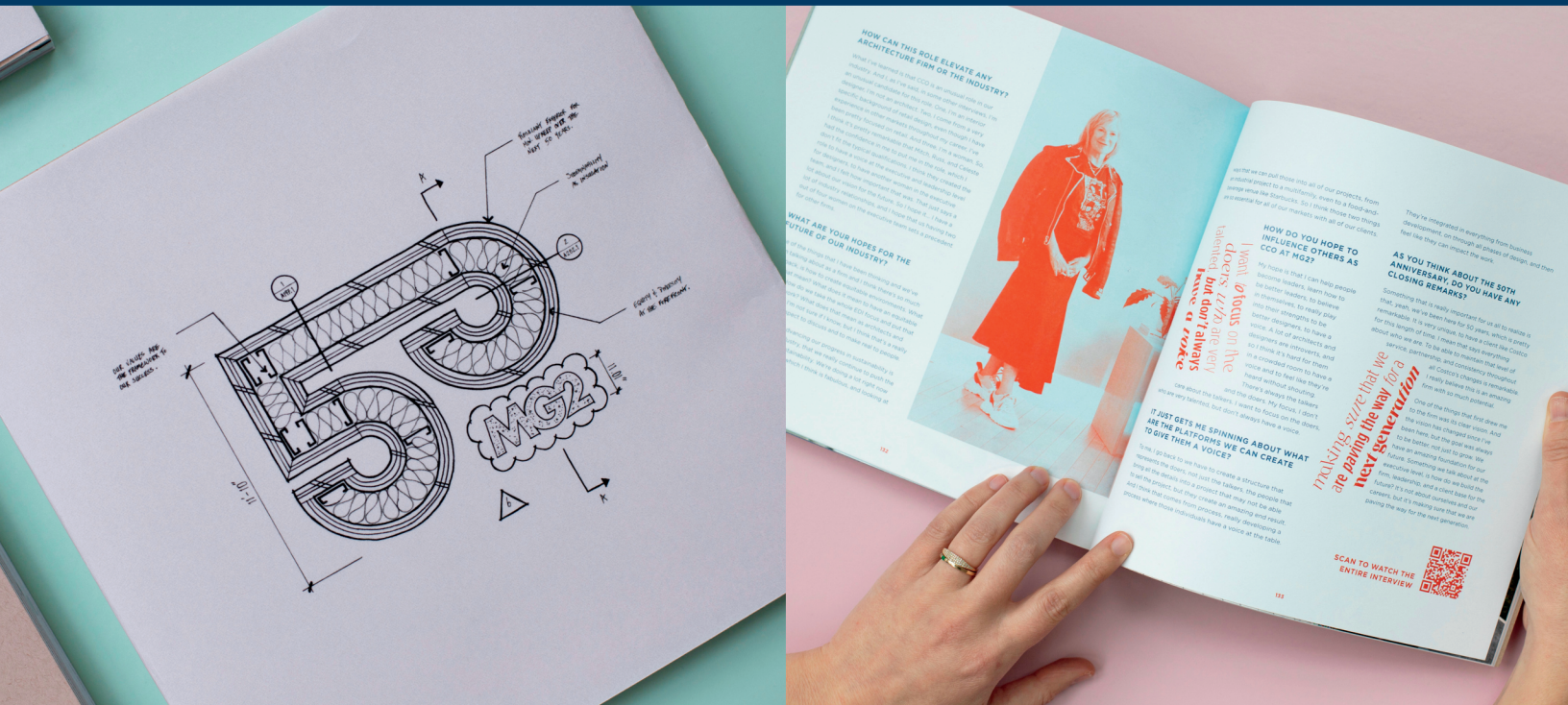




With their 50th anniversary fast approaching and covid restrictions still in place, MG2's original plans to celebrate this important milestone in the company's history were scrapped and the team had to quickly pivot. Over the next 6 months, their creative teams developed and executed an ambitious plan to celebrate the anniversary with clients and colleagues across the globe through a new digital experience complemented by a **one-of-a-kind 50th anniversary zine-style book**. This piece would be unlike anything they had created before, breaking all the rules of publishing to capture the essence of MG2 over its half-century in business. When it came to producing this visually stunning yet complex book, the team at MG2 turned to their long-time partner DRSi.

# zine / (zi:n)

Self-published, non-commercial print work that is typically produced in small, limited batches. Zines feature a visually compelling mash-up of art, writing and storytelling. The only rule when creating a zine is that there are no rules - anything is possible.



## EXCEPTIONAL ONE-OF-A-KIND DESIGN

The stunning 76-page zine was designed in an avant-garde style that delightfully surprised the reader with every page turn. This capstone printed piece featured a full range of company history and employee profiles, from founding leadership to current employees.

In the true spirit of a zine, the piece was designed with numerous creative elements that made the most of different materials and print production techniques. Each chapter featured custom cut tip-ins designed to be produced in different shapes on varying paper types and weights. From the vellum-wrapped hard cover to select pages intentionally assembled upside down and the lay-flat perfect binding, each element was intentionally designed to support the carefully curated storytelling.

## BROUGHT TO LIFE BY DRSi

Once design was complete, the challenge was to ensure the physical product reflected the dynamic character of the zine - all while staying within budget and adhering to a tight timeline, in the midst of unprecedented supply chain shortages triggered by the global pandemic.

Starting early in the design process, DRSi's project management and production experts collaborated closely with the team at MG2 to ensure that they understood the vision for the zine. Leveraging their decades of print experience, DRSi's team suggested specialty materials and recommended key production techniques to bring that vision to reality. When supply chain shortages meant selected materials were not available, DRSi sourced alternatives that preserved the intended character while protecting the project timeline.

The varied materials and shapes used throughout the zine meant that each of the 150 books had to be meticulously constructed. For example, the parent sheets were precisely, hand-cut on a guillotine cutter with a .125 margin on each die cut, cover stock and text weight pages. Then each section was hand-assembled by the production experts at DRSi.



“

DRSi was truly a strategic partner to us through the development of this piece. It was important to collaborate with our account manager and the production team early in the design process to leverage their expertise in materials, print production techniques and all the logistics involved in assembling this type of project.

Ryan Lascano  
Associate Director, Creative Services, MG2

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**150** Hand-assembled copies

**76** Pages requiring specialty binding

**9** Different die cut inserts

**7** Unique paper stocks

“

DRSi expertly guided us through the process, recommended the best materials and bindery options based on our creative vision and helped us navigate the complex and rapidly-changing supply chain and production conditions to bring all the components together seamlessly.”

Ryan Lascano  
Associate Director, Creative Services, MG2

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**DRSi**  
SUPERIOR DIGITAL PRINTING

DRSi is more than just a printer. We deliver high-end results by leveraging over 30 years in business, industry-leading technology and full-service printing solutions.