



Printer's Ink

Summer

DESIGN • PRINT • MAIL

I SCREEN, YOU SCREEN SUMMER IS A PERFECT TIME TO CONSIDER UV SAFETY

Most people understand the importance of sunscreen but still wonder what to buy and when to slather. And for good reason: There are millions of terms, numbers and suggestions thrown around about sunscreen, not to mention a boatload of brands.

Not long ago, the FDA mandated that sunscreen labels be more straightforward about what it contains and what it does. Here's what to look for:

BROAD SPECTRUM. This is important. It shows that the product will protect against both UVA and UVB radiation. Old labels just showed an SPF number, which reflects a product's protection from UVB (which causes burning). Broad spectrum products also protect against UVA waves that penetrate deeper and cause skin cancer, brown spots and aging.

THE SPF NUMBER. Sun protection factor or SPF is determined by a standard FDA test that measures how much UVB radiation it takes to burn skin with sunscreen as opposed to bare skin. So SPF 30 means

that it would take 30 times the amount of radiation to cause sunburn with this sunscreen on. Experts recommend that your daily sunscreen be somewhere between SPF 30 and 50.

A WARNING SIGN. Sunscreens that are not considered broad spectrum or that have an SPF under 15 must include a warning that states the product will not help prevent skin cancer or early aging.

NO MORE "BLOCK" OR "PROOF" ON LABELS. You won't see the misleading words "sunblock," "waterproof," or "sweat-proof" anymore. Why? Because no sunscreens completely block the sun, and they all wear off eventually.

A good rule of thumb: Anytime you plan to be outdoors, choose an SPF of at least 30 (45 for extra protection) and apply liberally. Use one ounce (the size of a shot glass) on your body and a teaspoon for your face. Reapply every two hours—more often if you're in and out of the water.

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Partners in Printing

Now is not the time to get cocky

Author Malcolm Gladwell was quoted in one of his speeches saying: "Incompetence irritates me, but overconfidence scares me. Incompetent people rarely have the opportunities to make mistakes that greatly affect things. But overconfident leaders and experts have the dangerous ability to create disaster."

He was speaking about the business leaders that contributed to the housing market and credit crash of 2008 and 2009.

That got me thinking. I wonder if those who would be deemed incompetent by others ever think to themselves, "Wow I'm really incompetent." I don't think so.

On the other hand, do the ones who are cocky know that they are cocky and would they admit it? Maybe so, but I'm sure there are instances where neither one of these types of people would realize or admit to being either cocky or incompetent.

That brings me to my point. It's not good to be either one of these things, which should make us really want to evaluate ourselves and where we are at on the spectrum.

In business, it is good to be confident but I sure have experienced (on more than one occasion) a humbling experience where something unforeseen by me went wrong. I'm sure the same could be said for you too.

The goal for us has become to not get cocky about anything but to always strive to do better, to reach higher and to streamline our business. We want to provide the greatest efficiency and quality for our customers. Being cocky just doesn't fit into that equation.

While trying not to be cocky, we are excited about some of the new ways we will be streamlining our efficiency. We are currently expanding our mailing capabilities to provide more options for quick turn mailings. One of the latest trends in mailing has been the EDDM. (Every Door Direct Mail) It allows anyone to send a saturation mailing to a zip code for about the same price in postage that a non-profit organization would pay. This is a great way to reach the masses. We can help you through this process and take the guess work out of any print and mail project.

As always, contact us today about any project that requires design work, printing, or mailing. We are here for you.

To your success,


Dave Baker



**WE ARE A STAPLE IN ANY
SUCCESSFUL BUSINESS.**



Ben Holden Says...

Some people don't want advice. They just want to use you as a wastebasket for their worries.

...

The darkest hour is only sixty minutes long.

...

There's hardly anything a person does easily that wasn't first difficult.

...

Remember when Sue was more popular as a name than a course of action?

...

An un-cultured husband whispering to his wife during a ballet. "Psst, honey. Why don't they just get taller people?"

...

The Famous Twinkie Diet: You are permitted to eat as many Twinkies as you like just as long as you do not remove any of the cellophane wrapping.

...

Statistical law: the probability of someone watching you is directly proportional to the stupidity of your action.

...

Going on a diet is nothing more than mind over platter.

GOOGLE'S NEWEST ALGORITHM FAVORS MOBILE-OPTIMIZED SITES

Last spring, Google implemented a new mobile-friendly ranking algorithm called Hummingbird. This was done in an effort to improve the mobile user experience and make it easier for users to find information or navigate websites on their smartphones.

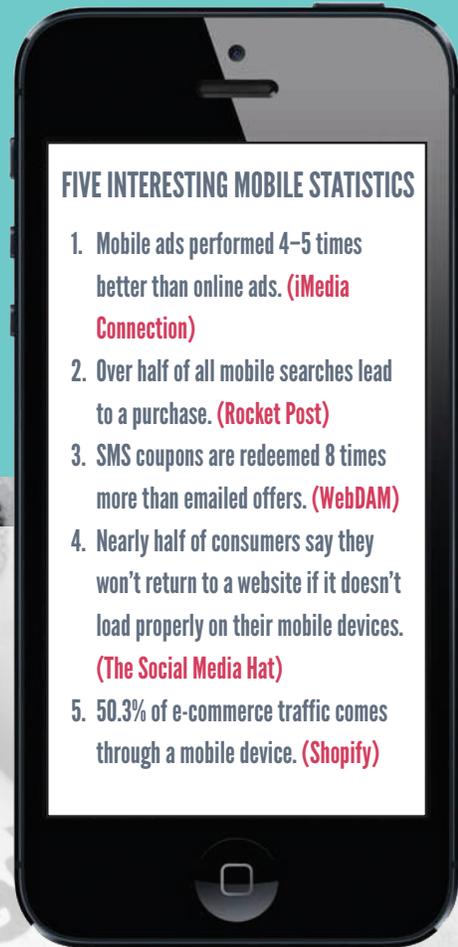
If you didn't catch this news then, here's what it means for your business:

IF YOUR WEBSITE ISN'T MOBILE-FRIENDLY, YOUR WEB TRAFFIC MAY BE TAKING A HIT.

Did you know that more than 60% of all Google searches originate on mobile devices? So, if even 50% of your website traffic from Google is from mobile, you could be losing a lot of that as your site drops in search results.

YOU STAND TO MISS OUT ON REVENUE. Mobile shopping is on the rise. To adapt to this consumer habit, it's important for your business to provide a flexible and convenient online experience. In 2015 alone, shoppers are expected to globally spend about \$119 billion on goods and services via mobile phones.

If you have yet to optimize your site for mobile, take this into consideration: Google prefers responsive sites versus mobile sites when it comes to search engine optimization. Mobile sites require a different URL for Google's search engine to crawl, and Google's indexing procedures seem to favor sites using the pure responsive approach.



HOW TO WRITE A PRESS RELEASE THAT GETS READ

Nearly 100 years old, the press release has been scourged, beaten and pronounced dead so many times you'd think it'd be extinct by now. But the truth is, the number of press releases distributed by PR Newswire has actually risen over the last several years.

A well-written press release can be an effective marketing tool that generates a lot of leads. Here's how to write one that gets read.

- 1. HOOK YOUR READER, RIGHT AWAY.** In one to three sentences, write a condensed version of your story that includes all the important info. In fact, a reader should get the gist of your story from just the headline and the first (possibly second) paragraph.
- 2. USE THE INVERTED PYRAMID TECHNIQUE.** The body of your press release should lead with the most important information, then go on to fill in the blanks, leaving the least noteworthy details for last.
- 3. USE PLAIN ENGLISH.** Avoid industry jargon—write in a way that the average person will understand without having to Google unfamiliar words or references.

- 4. KEEP IT FOCUSED.** You should write about one specific piece of newsworthy information. Focus on one thing, like a new hire or a new initiative. Also, no need to get really creative—stick to the facts and keep it to one page, ideally.
- 5. HOOK YOURSELF TO A STAR.** In other words, if you can, tie what you're writing about to something else happening in the news—a current event, a new tech trend, maybe pop culture. The more relevant your press release is, the more likely news sources will pick it up.

One last thing: Don't forget to publish your press releases yourself. Include them on your website and tweet them out—it'll reach a wider audience and generate more buzz.



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Don't consider direct mail marketing to be a "one and done" thing—one direct mail piece won't necessarily yield huge results. Direct mail marketing is a commitment that pays off over time, and it's important to have a strategy.

SOMETHING TO THINK ABOUT

People who use sunscreen daily show 24% less skin aging than those who do not.

— according to Skin Cancer Foundation

CALL US FOR ONE-OF-A-KIND BRANDING THAT WILL GET YOUR COMPANY NOTICED.

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