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Is the line a little longer at your favorite Starbucks this month? Two words: pumpkin spice.

'Tis the season for this fan favorite, and over the past several years it's become much more than just a mug full of sweet, creamy, caffeinated goodness. It's the flavor that rules fall.

The question is *why*? What does pumpkin spice have that other flavors don't—and why the obsession with PSLs (pumpkin spice lattes)? Here's the skinny.

There's typically salt in the recipe. Salt is a natural flavor enhancer, and even though you might (correctly) associate lattes and other pumpkin spice goodies with sugar, companies often include a decent amount of salt to improve the overall taste. (Starbucks' 16-oz latte, for example, has 10% of your RDA.) Plus, it allows for "flavor layering," which means your brain doesn't get tired of the flavor.

You get a sugar and fat combination with most pumpkin spice products. Sugar stimulates the rewards center in your brain. Fat makes you feel satisfied/full. Combine the two, and you're making

Why Everyone's Obsessed with Pumpkin Spice Everything

some people pretty happy. FYI: A 16-oz Starbucks pumpkin spice latte has 22% of your total RDA of fat and 17% of your total RDA of sugar.

The spices conjure up typically happy memories. Emotional recall in the brain is closely tied to our senses, especially smell. And for most people, the memories associated with nutmeg, cloves and cinnamon are good ones. As a bonus, Harvard Medical School studies have shown that these spices are associated with improved memory and mood, increased attention and pain relief—all good things.

It's for a limited time. Some pumpkin spice products technically might be available all year, but overall, they're promoted as "limited time." And according to Reactance Theory, if you know something is available just for just a short time, you'll view the product as more appealing.

Social media drove the trend. Do a search for #pumpkinspice on Instagram and you'll see over 1.2 million results. This viral influence has moved all sorts of brands and companies to get in on the pumpkin spice sensation. And with pumpkin spice sales increasing year over, the trend shows no sign of slowing down.

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From the desk of Dave Baker

The PSLs are here. (Pumpkin Spice Lattes to the lay person). That means fall is here too. The one thing that I keep thinking about when a new season rolls around is how quickly it happened. Life can get pretty complicated and busy at certain times and the seasons can just fly right by.

I think we need to make a conscious effort to be sure that we are spending the right kind of time with our families and our loved ones. Over the course of the summer I've had a couple of people pretty close to me come down with a pretty serious medical condition. There are really no guarantees in life and we need to make sure that we are making time to spend with one another. It's easy to forget this but I believe it to be essential in life.

So here we are at fall's doorstep. The leaves will be falling soon and the PSL (pumpkin spice lattes) will be flowing. Take some time to call up a friend you've lost touch with. Make time for a family get-together that you might not have otherwise made a priority. Spend some time doing some things to take care of yourself too.

We've got a great issue for September and we are very excited about the coming months and the marketing potential for these last months of 2018. We are committed to finish the year strong as usual helping you with end of the year mailings, campaigns, marketing materials, signs and so much more. I especially want to point out the section on page 3 about ways that volunteering can help make a difference in your own life and the life of your organization. It's really a great way to rub shoulders with some people in your community who might help to share a new perspective or who might even be able to partner with you in ways you never thought possible alone.

We are not meant to live life in isolation and as humans we all need interaction with each other once in awhile. So call your loved ones, spend time with family. Do the things you have been putting off because you were too busy. Hang on tight and try to enjoy the ride because it's going to keep going faster and faster. Oh and have a PSL for me!

Dave



Common Grammar Faux Pas That Can Make You Look Dumb



It can ruin marketing materials. Cause communication errors. Tarnish your brand's credibility. Basically, bad grammar is not okay. Before you get started on your next blog post, marketing piece or company-wide email, brush up on a few of the most common errors spotted, both online and off.

Fewer and less.

They both mean the opposite of more, but they're used differently. "Fewer" pertains to things you can count, as in, *that company has fewer than 10 employees*. "Less" is used for an amount you can't count, like, *I'll put less cream in my coffee next time*.

Compliment and complement.

Granted, these can be tricky. If you compliment someone, you say something nice, like, *your eyes are amazing*. If that person with the great eyes is wearing a shirt that makes his eyes even bluer, you might say, *that shirt complements your eyes*—because the shirt and his eyes go well together. Get it?

Apostrophes are never used to form plural words.

They're used for two purposes—to form contractions and to show possession. Period.

Know your contractions.

Could've, would've and should've are all legitimate contractions. However, if you break them apart, the second word is *have*, not *of*, which many people use. Writing *Sally could of texted me earlier* makes no sense.

Be careful with "literally."

If you say, "I was literally dying of laughter," it means you were *this close* to breathing your last breath. Literally means exactly what you say is true—no metaphors and analogies.

One last tip: If you think all of this is stupid and that you could "care less" about good grammar, you're, um, wrong. If you really could care less about something, you're actually saying you *do* care about it. To use this phrase correctly, insert the word "not" after the word "could," as in, *I could not care less*.

Print and Design Terms to Put in Your Back Pocket

It's not a foreign language, but the words print designers throw around sometimes are admittedly specific to the industry. You don't have to become fluent, but it's good to know a few key terms so when you're working on a print or design project, you're catching some of their lingo.

Of course, it's always good to ask when you don't know. But here are a few terms you can stick in your back pocket and pull out when the time comes.

Adobe®. This company is probably the leading creative software provider in the world—they provide a suite of tools designers rely on daily to do their jobs. Their software and file formats are industry standard for print design and printers (and web).

.ai, .psd, .indd, .pdf. These are the standard formats that every printer will accept as printable files. It's what the designer will create and the printer will receive in order to get your project completed.

Legibility. The measure of how easy it is to distinguish one letter from the next; legibility has a lot to do with white space, your choice of typeface and how you use it.

White space. Also called negative space, it's the area between and around design elements. It can feel like wasted space to non-designers, but it actually serves an important role in balancing design elements and helping to achieve a clean and visually pleasing experience. And it doesn't have to be white.

CMYK. Cyan, magenta, yellow, key (black). These four colors are the four inks that most color printers use to replicate the full range of the color spectrum.

Pantone Matching System® (PMS). The Pantone Matching System® (PMS) is a standardized system of colors for printing. Every Pantone shade is numbered, making it much easier for people to reference and identify exact shades of color.

FIVE WORDS THAT MEAN SOMETHING DIFFERENT TO A PRINTER

- 1 **SCORE:** To impress or indent a mark in the paper to make folding easier.
- 2 **GUTTER:** The blank space or inner margin from printing area to binding.
- 3 **SPINE:** The back of a bound book connecting the two covers; also called backbone.
- 4 **DIE:** Device for cutting, scoring, stamping, embossing and debossing.
- 5 **BLEED:** An extra amount of printed image that extends beyond the trim edge of the sheet or page.

Raise Your Hand

5 Ways Volunteering Can Make a Difference in Your Own Life

Volunteering your time for a nonprofit or charitable organization is an obvious way to help others. But have you ever considered that it's an opportunity to help yourself as well? From honing professional skills to expanding your network, volunteering can be a win-win for both you and the people you serve.

1. It can fuel your passion.

You may love your job, but even the happiest employees and professionals can get stuck in a rut. Volunteering at something you enjoy may reignite a spark if you feel yourself getting bogged down with your daily routine.

2. Or it can help you discover new ones.

Want to transition into a new field or get your foot in the door of the nonprofit sector? Volunteering can help you make the transition to a whole new career. Volunteering experience always strengthens a resume, and it can be particularly beneficial for students who are nearing graduation.

3. It will expand your network.

Not only will you meet people who support the same cause, you'll likely find people who have personal and professional connections that could prove advantageous. Also, if you decide to do a volunteer vacation, you'll get to experience new cultures, new foods, broaden your horizons—it's a benefit for both you and the people you're helping.

4. You'll learn new ways of doing things.

You may get an opportunity to see how another organization runs and learn new ways of managing, brainstorming and solving problems. It can provide a fresh way to look at the challenges you face in your day-to-day work.



5. It can help you stay physically healthier.

No, really. A Corporation for National & Community Service report noted, "Research demonstrates that volunteering leads to better health. Those who volunteer have lower mortality rates, greater functional ability and lower rates of depression later in life than those who do not volunteer."



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