



JANUARY, 2018 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

Holiday Greetings Go Beyond Christmas

Like many businesses that want to reach out to their clientele during the Christmas season, the agency "Up & Up" quickly realized that recipients were being inundated with cards and messages during the holiday season, and their message was being lost in the shuffle.

In an attempt to stand apart from the crowd and ensure their message was read and remembered, one company decided to try something new. For the last twelve years, Up & Up has sent out Chinese New Year cards instead of traditional holiday cards creating their very own new company tradition.

While their greeting cards weren't sent during the traditional Christmas holiday season, the objective of their cards remained the same: to offer well wishes in a memorable way and create front-of-mind awareness for all their customers' upcoming business needs.

To make it fun, each year Up & Up personalized their cards by featuring their team in creative ways. For example, one year they featured a sneak peek of each team member's personality through a unique photo of their

workspace and a clever sideline written about them. Fun examples were "shops too much online," or "wears bunny slippers around the office."

Because of their unique messaging and fun, creative approach, Up & Up's audience not only reaches out to comment on the cards, but many people have told them they even save their greeting cards year after year making Up & Up's mission of being on the minds of their customers an overwhelming success.

If your business is looking for a unique way to grab attention and be remembered, reach out to us. Our creative team is here to help. Whether you're looking for greeting cards, direct mailers, or other print materials, we'd love to help you create a memorable, lasting impression. ✓



Hands-On Solution

Door hangers typically hang without competition and they must be physically removed from the doorknob, which means they make an impression that lasts beyond a brief glance.



Contact our customer service representatives for more information.

Call 407 644 5366



Ben's Friends

Quotes to Live By

"Life has no remote. You have to get up and change it yourself."

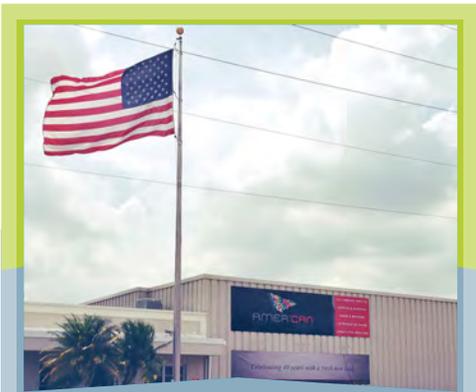
- MARK A. COOPER

"The more you love your decisions, the less you need others to love them."

- HUSSEIN NISHAH

"If it doesn't open, it's not your door."

- AUTHOR UNKNOWN



Flyers Sell

No matter what you sell, flyers are one of the easiest, most cost-effective, and versatile ways to promote your business. Flyers have a wide variety of different uses—from product flyers, sales or event announcements, product comparisons, warranty flyers, company profile pages, and much more. When designed and distributed correctly, flyers can be a great way to boost sales and get new customers in your door. If you'd like help creating flyers that will do the selling for you, give us a call!

Grand Prismatic Spring, Yellowstone, WY

Just as its name suggests, the Grand Prismatic Spring in Yellowstone National Park is known for its stunning array of rainbow colors.

In addition to being the most photographed destination in Yellowstone (even more than Old Faithful), the Grand Prismatic is the third-largest spring in the world. It is deeper than a 10-story building and bigger than a football field.

First discovered in the early 1800s, the Grand Prismatic Spring has been fascinating visitors for more than a century with its piercing blue-colored pool, surrounded by vivid rings of color ranging from red to green.

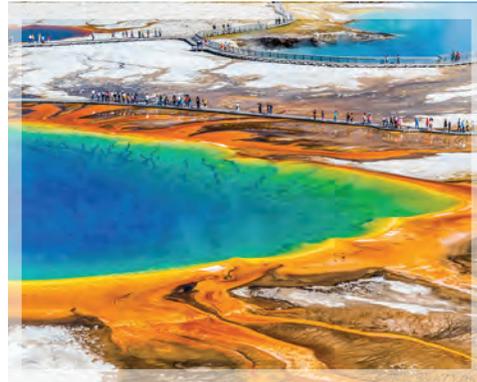
While the bold, blue center of the pool is derived from water that boils up from the spring underground, the deep reds, fiery oranges, and bright greens and yellows encircling the edges are

caused by pigmented thermophilic bacteria that thrive on the rich minerals produced by the geothermic spring.

The color of the bacteria is determined by the temperature of the water, meaning the spring's colors fade and grow more vibrant depending on the weather and changing of seasons. In the summer, the rings tend to be orange and red, but in the winter, the rings are usually dark green.

While most people visit Yellowstone during the warmer months, there are many attractions that make Yellowstone truly a winter wonderland.

For more information, visit www.yellowstonepark.com/things-to-do/grand-prismatic-midway-geyser-basin. ✓



Tips to Avoid Sweaty Feet

Here are a few tips to prevent embarrassing sweaty feet year-round:

- » Practice good daily hygiene. Wash and dry your feet thoroughly, including between your toes.
- » Stay hydrated, which makes it easier for your body to regulate body temperature and sweat less.
- » Try a foot-spray antiperspirant (such as Gold Bond Maximum Strength Foot Spray), which works much like underarm antiperspirant but with a higher concentration of aluminum chloride.
- » Dust your feet with deodorant foot powder, or try shoe insoles that absorb excess sweat and reduce odor.
- » Change your socks frequently, and choose cotton socks to help wick perspiration from the skin. ✓



Watch Sales Soar with Printed Flyers

Flyers are a powerful marketing tool to educate and inform, announce new products or services, and increase sales for your business. Here are a few tips to consider when creating your next flyers:

- » Always print flyers in full color. Not only do they grab more attention, but they look more professional.
- » Keep the design simple. Address a few main products or points, and refer readers to your website for details and more information.



- » Don't forget your contact information, including website, email, phone number, address, and social media.
- » Increase credibility by including customer testimonials on your flyers, as well as other marketing materials.
- » Include an impressive discount or coupon whenever possible, especially if this is a first impression or you are promoting a new product or business.
- » Create flyers that cross-sell or upsell your products to increase revenue by bundling items together or suggesting complementary items.
- » Distribute flyers with every purchase, hand out at trade shows and other events, and include flyers with every mailing that leaves your office, such as bills, information requests, and marketing campaigns, etc.

If you'd like ideas for the perfect flyer to help boost sales, give us a call today!



Genius Meets Necessity

An engineering-business owner named Ernie Frazee was attending a picnic in 1959 when he realized he'd forgotten to bring a can opener for the drinks. After much struggling, he wound up prying the cans open using a car bumper. Then one night as Frazee was having trouble sleeping, he thought of his can dilemma. He created a can that could easily be opened with a removable tab. His company began mass-producing the "pull-top" cans. He later perfected his invention to a push-in and fold-back tab, and by 1980 his company made more than \$500 million in annual revenue. ✓



TRIVIA

1. What element begins with the letter "K"?
2. How tall are the NFL goalposts?
3. Lemurs are native to what island nation?
4. Who is second in line to succeed the President?
5. What is the proper term for a group of parrots?

1) Krypton 2) 10 feet 3) Madagascar 4) The Speaker of the House 5) Pandemonium

Gutenberg's Army©



TOP Ten Brands of Soda

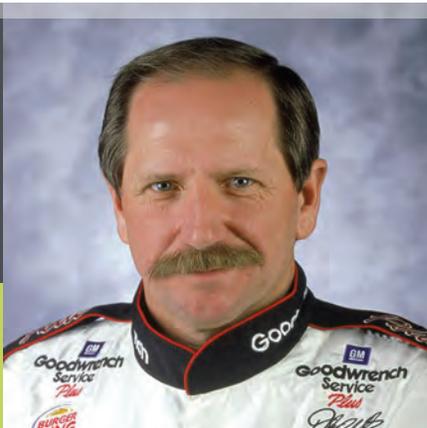
1. Coca-Cola
2. Diet Coke
3. Pepsi-Cola
4. Mountain Dew
5. Dr Pepper
6. Sprite
7. Diet Pepsi
8. Diet Mountain Dew
9. Diet Dr Pepper
10. Fanta

Source: nbcnews.com



CAN YOU GUESS THE YEAR?

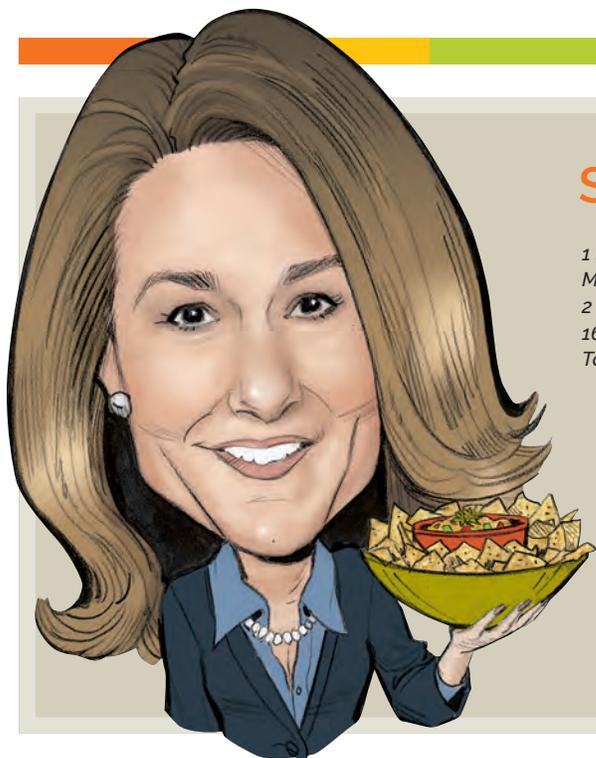
- » Napster is closed down.
- » The *Mars Odyssey* spacecraft reaches Mars on a mission to see if life ever existed there.
- » Fans watch the Baltimore Ravens defeat the New York Giants 34-7 in the Super Bowl.
- » The unmanned solar aircraft *Helios* reaches a record height of over 18 miles above the Earth.
- » The Leaning Tower of Pisa reopens after 11 years and \$27 million to reinforce it without correcting its famous lean.
- » Microsoft releases Windows XP.
- » NASCAR legend Dale Earnhardt dies in a last-lap crash during the Daytona 500.
- » Enron, one of the world's largest energy companies, files for bankruptcy.
- » George W. Bush is sworn in as the 43rd president.
- » Apple releases the iPod.



Sparkle & Shine

A jeweler in a busy metropolitan area increased his sales with a monthly postcard campaign targeting residents in his local area. The postcards were designed to advertise popular jewelry ideas to show he is a contemporary, custom jeweler and not a cookie-cutter retail store. After several months, he found that larger postcards did better than small postcards, and promoting a percentage off received better results than discounting particular items. Just a simple postcard campaign that produced great returns. ✓

The year was 2001.



Salsa Queso Dip

1 lb. ground beef, browned
Minced or finely chopped onion, to taste
2 lb. block Velveeta (cubed)
16 oz. jar salsa
Tortilla chips or cubed French bread

Cook ground beef and onion thoroughly. Combine the browned ground beef, Velveeta, and salsa in a greased three-quart slow cooker. Warm on low for three-four hours or until heated through (stir occasionally). Serve warm with chips or cubed bread.

Melinda Gates was born August 15, 1964, in Dallas, Texas. After high school, Melinda earned a bachelor's degree in computer science and a master's in business administration from Duke University. She joined Microsoft in 1987, and married Bill Gates in 1994. After the birth of their first child in 1996, she left Microsoft to focus on their family and the couple's charitable work, the Gates Foundation.

American Outlook

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