



# AMERICAN Outlook

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

## Print Still Has Power

*In a world of digital media, marketers tend to overlook a beloved medium for their next promotions: print! For years, print media has been an inexpensive way to broadcast your message to a large audience, and today is no different.*

There's something visceral about opening your mailbox and discovering a brightly colored promotional offer with a relevant message. That's why Urban Plates, with their focus on fresh and local food, decided to entice their audience to return through a compelling printed offer paired with a stunning design.

### Breaking Out of Digital

Pop-up blockers and throwaway email accounts are becoming more prevalent by the day. Advertisers are continually trying to help their message break through the clutter, and print provides the ideal outlet for eye-catching graphics and clear messaging. Urban Plates' message of "Choose Good" resonated with their audience on a variety of levels: the clever play on words and simple message captured their attention, while the image of fresh food helped whet the appetite.

### Personality Plus

Print allows an opportunity for brands to add personality and personalization to their message. Urban Plates focused their creativity on how their foods are sustainably sourced from local partners. Simple, clean graphics and a variety of images provide insight to new customers so they will feel comfortable with the restaurant concept before their first visit occurs. Personalization allows marketers to offer a free dessert with an entree, with source codes leveraged to track customer participation in the special offer.

Whether you're bringing customers back to your restaurant for a special dinner or simply encouraging a new audience to try your services, printed media provides you with the dramatic impact your message deserves without breaking the bank! ✓



**We Love Finishing What You Start.**



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**Ben's Friends**  
Quotes to Live By

"Friendship is a single soul dwelling in two bodies."  
- ARISTOTLE

"Sometimes when two worlds collide, a better one is created."  
- SUSAN GALE

"You can't blame gravity for falling in love."  
- ALBERT EINSTEIN



## Finish Well

Surely you've heard the saying: it's not how you start that's important, but how well you finish. The same idea holds true in the printing world. Binding and finishing not only increase functionality and value but also improve the visual appeal of your printed pieces. Finishing touches portray quality and importance, and can take your document to the next level to ensure it gets noticed and remembered. Ask us for ideas on how finishing touches can make all the difference on your next print project.

# Scarborough Renaissance Festival, Texas

*Located in Waxahachie, Texas, this re-created 16th-century English village is filled with lords and ladies dressed in the finest brocades and flourishes.*

The festival village spans 35 acres and features 27 stages of continuous live entertainment with more than 200 performances per day.

Entertainment examples include sword fights, knighting ceremonies, full-combat armored jousts, juggling, blacksmithing, glassblowing, human chess games, leather crafting,

comedians, musicians, belly dancing, Scottish bagpipes, parades, meet-a-mermaid, birds-of-prey exhibitions, and printing on a Gutenberg press. There are more than 200 craft shops featuring handmade items and demonstrations from artisans around the country. And it hosts nearly two dozen Renaissance-themed weddings every year.

The festival began in 1981 and has become one of the largest Renaissance festivals in the country, with more than 200,000 visitors each year. The

38th Annual Scarborough Renaissance Festival is open Saturdays and Sundays from April 7 to May 28, 2018.

The festival has been featured nationally on the Travel Channel, CNN.com, and

the Food Network, and has received many accolades, including "Best Place to Escape Reality" by the *Dallas Observer*. It's easy to see why so many people return year after year to take a welcomed step back in time at the Scarborough Renaissance Festival.

For more information, visit <https://www.srfestival.com/>.



## The Many Uses of Vicks VapoRub

*In addition to clearing up congestion, here are a few alternate uses:*

- » Cough suppression. Try applying a thick layer to the soles of your feet, then covering with a pair of socks to relieve coughing.
- » Relieve earache pain by applying to a cotton ball and placing it in the ear.
- » Use as an insect repellent by applying a small dab of it on your ankles, wrists, neck, and behind your ears. You can also rub it on bug bites to relieve itching.
- » Relieve headaches by applying a small amount on your temples or forehead.
- » Prevent cats from scratching by wiping a small bit on their favorite places.
- » Reduce the inflammation and itchiness of eczema by applying on the affected area.
- » Reduce the appearance of stretch marks by rubbing it on them.



# Your Printing Isn't Done Until It's Finished

When it comes to printing, putting ink on paper isn't the end of the story. Here are a few examples of our most popular finishing touches:

- » Spot varnish adds emphasis and can make specific areas "pop" off the page. It's available in gloss, matte, or satin finishes.
  - » Foil stamping is an easy way to create a focus on text or imagery, verify authenticity, and prevent counterfeiting.
  - » Die-cutting is used to create a unique shape, outline, or edging.
  - » Embossing or de-bossing adds depth to documents. Embossing creates a raised 3-D impression, while de-bossing creates an indented image.
  - » Laminating can greatly increase durability and offer water protection.
  - » Shrink-wrap finished documents for protection, easy distribution, and ease of storage.
  - » Perforation ensures a simple tear-away or removable portion, such as a tearaway coupon.
  - » Scoring ensures a clean, crisp crease for easy paper folding.
  - » Binding is a great way to improve functionality and convenience. Various binding options can include: comb binding, saddle stitch, coil binding, and perfect binding (hidden binding used for magazines and books).
- Visit us online or give us a call for more details on our extensive range of finishing services.



## Tommee Tippee Saves the Day

This is a heartwarming story about a 14-year-old boy with severe autism who exclusively drank from the same-style Tommee Tippee cup since he was a toddler, to the point where he'd been hospitalized for dehydration for refusing to drink from anything else. When his dad found out that the cup had been discontinued, he created a social-media campaign #cupsforBen. After hundreds of thousands of shares, retweets, and likes, Tommee Tippee did an exclusive production run of the original cup, and gave his family a lifetime supply of 500 cups, ensuring they would never have to worry about finding another cup. ✓



## TRIVIA

1. What is the most-spoken language in the world?
2. How fast can a honeybee fly?
3. What does NASA stand for?
4. What kind of tree do acorns grow on?

1.) Chinese 2.) 15 mph 3.) National Aeronautics and Space Administration 4.) Oak tree

## Gutenberg's Army©



## TOP Ten

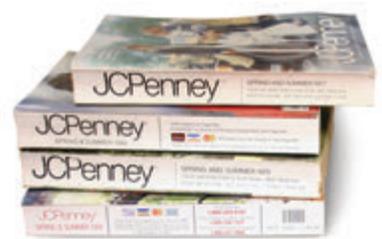
### Reasons for Dr. Visits

1. Skin disorders
2. Osteoarthritis and joint disorders
3. Back problems
4. Cholesterol problems
5. Upper-respiratory conditions (excluding asthma)
6. Anxiety, depression, and bipolar disorder
7. Chronic neurological disorders
8. High blood pressure
9. Headaches/migraines
10. Diabetes

Source: Mayo Clinic



# CAN YOU GUESS THE YEAR?



## Printing Lives at JCPenney

After a five-year hiatus, JCPenney brought back its print catalog in 2015. The updated print catalogs, which focused on the home department, were much thinner than the previous "Big Book," which often featured more than one thousand pages. JCPenney chose to bring back their catalog, as well as other circulars and promotional pieces, after research proved customers still prefer browsing traditional print pieces before ordering items online or going to the store. ✓

The year was 2004.

- » The Summer Olympics are held in Athens, Greece.
- » Taipei 101, the tallest skyscraper in the world, opens at 1,676 feet tall.
- » *Friends* airs the series finale.
- » Ronald Reagan, Ray Charles, and Christopher Reeve pass away.
- » The National World War II Memorial in Washington D.C. opens to the public.
- » Arnold Schwarzenegger earns the nickname "Governator."
- » *Shrek 2* and *Spider-Man 2* are the top movie sequels at the box office.
- » Facebook launches.
- » Colin Powell announces his resignation, and Condoleezza Rice is nominated as his replacement for Secretary of State.
- » Martha Stewart is convicted of a felony and sentenced to five months in prison.
- » Tom Brokaw does his last *NBC Nightly News* broadcast.



## Fettuccine Alfredo

24 oz. fettuccine pasta  
1 cup butter  
3/4 pint heavy cream  
Salt and pepper to taste  
1 dash garlic salt  
3/4 cup grated Romano cheese  
1/2 cup grated Parmesan cheese

Boil fettuccine noodles for eight to 10 minutes and drain. In a large saucepan, melt butter into cream over low heat. Add salt, pepper, and garlic salt. Stir in cheese over medium heat until melted, which will thicken the sauce. Add pasta to sauce. Use enough of the pasta so it is thoroughly coated. Serve immediately.

**Pat Sajak** was born on October 26, 1946, in Chicago, Illinois. In his early years, Sajak worked as a radio newsman for a Spanish-language radio station in Chicago. He then served in the U.S. Army in Vietnam as a DJ for Armed Forces Radio. He was later a weatherman in Nashville and Los Angeles before being chosen by Merv Griffin to host *Wheel of Fortune*, which he started in 1981. Sajak has won several awards and received a star on the Hollywood Walk of Fame in 1994.

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