



ThumbPRINT

JANUARY 2023 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

Dust Off Those Old Phones

If you're like many people, you probably have an old smartphone or tablet taking up space in a drawer or box somewhere. Technology changes quickly, leaving older devices literally in the dust. In many cases, however, these old machines can be given another chance as repurposed tech. Here are a few ways you can breathe new life into your old devices:

» Webcam. Even old phones have cameras that are as good if not better than your laptop camera. It may take some research to see the best way to connect your camera and your computer, including different apps that can make it easy, but it's a great way to put an old phone to use.

» Streaming machine. As long as your streaming services are still supported on the device, consider using your old tablet as a dedicated streaming machine. Any titles you have purchased should also be able to play even if you aren't able to stream.

» Smart-home controller. Imagine the ease of having all your smart-home products connected to one device that can be easily accessed. An old phone or tablet can be retrofitted

to be a dedicated smart-home controller.

» Universal remote. It is possible to connect your entertainment to one universal remote using different apps available on both iOS and Android. Simply look for the apps that will work for your entertainment devices and put that old phone or tablet to work!

» Smart photo frame. Repurposing an old phone or tablet to serve as a smart photo frame is simple. The high-quality screen and photo app you have on your old device is likely better than the software you'll find on a smart photo frame.

Instead of leaving your old technology to collect dust, put it to use and make your life a little easier. ✓



SAVE 10%

on your next order of 250 or more promotional flyers*

*Some restrictions apply. Not valid with other offers. Offer expires 01-31-23.



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Ben's FRIENDS

Quotes to Live By

"Either you run the day, or the day runs you."

– JIM ROHN

"Solitary trees, if they grow at all, grow strong."

– WINSTON CHURCHILL

"The most difficult thing is the decision to act, the rest is merely tenacity."

– AMELIA EARHART

Pass It Around
If you enjoyed this newsletter, share it with fellow employees or friends.



Sandra and David Chaney
Owners

Flyers

The holiday season may be over, but you can keep the momentum going at your business by putting your name back in front of your customers as the new year unfolds.

One of the best ways to do this is with a quick flyer that lets them in on some of the things you have planned for the upcoming months in terms of promotions, new products, in-store events, or sales. Get them excited to continue to do business with your company with full-color flyers!



WE ARE YOUR SOURCE FOR Facility, Breakroom and Food Service SOLUTIONS

Bags & Sacks

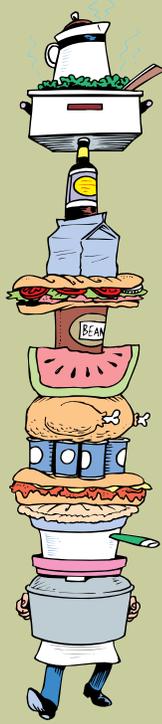
- Grocery Bags & Sacks
- T-sacks

Cups & Containers

- Foam & Plastic
- Cold Drink Cups & Lids
- Cone Water Cups
- Deli Containers
- Hot Drink Cups & Lids

Food Service Supplies

- Aluminum Foil
- Carryout Trays
- Coffee Stirrers & Filters
- Foam & Plastic Plates & Bowls
- Guest Checks & Sales Pads
- Hot Dog Trays
- Napkins
- Plastic Cutlery
- Steam Table Pans/Lids
- Straws
- Tablecovers



Industrial Supplies

- Can Liners
- Toilet Tissue
- Towels

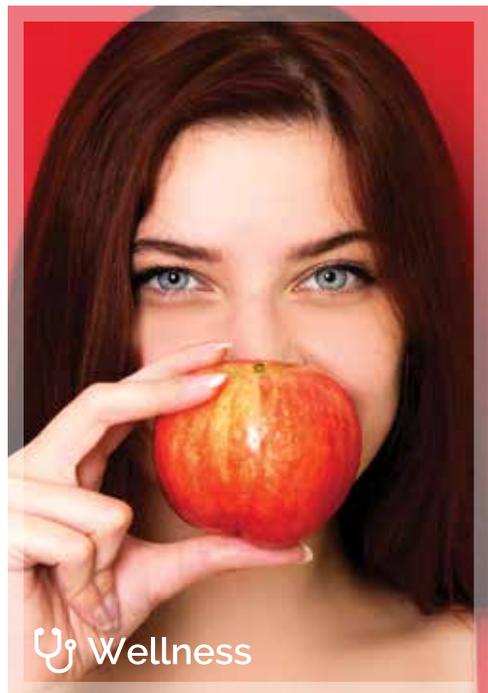
Sanitary Supplies

- Bathroom Tissue
- Bleach
- Facial Tissue
- Hand Soap/Sanitizer & Dispensers
- Trash Can Liners

Wrapping & Packaging

- Carton Sealing Tape
- Masking Tape
- Packing List Envelopes

*If you don't see
what you need
on this list . . .
just ask
and we'll get it!*



 Wellness

Post-Holiday Foods

Consider these ways you can get your eating back on track:

- » Fiber and protein. The combination of fiber and protein in a meal or a snack is key to keeping you full longer and maintaining blood-sugar levels.
- » An apple a day. With vitamins B6 and C, which help keep cholesterol levels low, and a high fiber count, adding apples to your daily rhythm is a good idea.
- » Have a cup of tea. Green tea contains an antioxidant that, when consumed in conjunction with a workout plan, can help reduce belly fat. Rooibos tea can help inhibit the growth of new fat cells.
- » Make soup. In an effort to bring more vegetables back into your diet, a well-crafted soup could be the answer.
- » Pour a cup of coffee. A cup of caffeinated black coffee is a metabolism booster. Just be sure you skip the sweeteners. 

Rely on Flyers for Easy Promotion

No-nonsense marketing requires efficient printed pieces. Custom-printed flyers are exactly what you need to make an impact and increase sales.

As you plan your next printed flyer, be sure to start by asking two questions about your goal for the piece: What message are you trying to send? And what is your anticipated outcome? The answers to those questions will determine how you proceed with design and content.



Here are the components of a flyer that will help you meet your predetermined goals:

» **Headline.** Somewhere on your piece there needs to be a bold, eye-catching headline. It's likely the first thing someone reads and it has the power to make them read more.

» **Content.** Concise, direct phrasing is the key when it comes to flyers. Say only what needs to be said to encourage the reader toward your anticipated outcome.

» **Design.** Design with your goal in mind – the message your piece sends isn't only in the words you use but the way the piece is put together. A simple layout ensures the message doesn't get lost.

Putting together a strong flyer campaign for your next promotional event or new-product launch doesn't have to be overwhelming. Our team is here to help! ✓



Christmas Kindness

When a young boy was scheduled for liver transplant surgery at Christmastime, his father was desperate to find a way to bring a little cheer. The newest release of *Halo*, his son's favorite video game, was set to come out while the boy was in the hospital. The dad contacted the game's developer, Bungie Games, to see if there was any way they could encourage his son. Bungie sent a signed get-well card and built him a custom helmet that resembled the main character. Then they went a step further and visited the boy on Christmas Day with shirts, toys, and custom art pieces from the game. The father and son were blown away by their generosity and care. ✓

TRIVIA

1. What year was the original Jurassic Park released?
2. What president was a licensed bartender?
3. What state has the longest freshwater shoreline?
4. What is the diameter of the standard basketball hoop?

1) 1993 2) Abraham Lincoln 3) Michigan 4) 18 inches

Gutenberg's Army®



TOP TEN

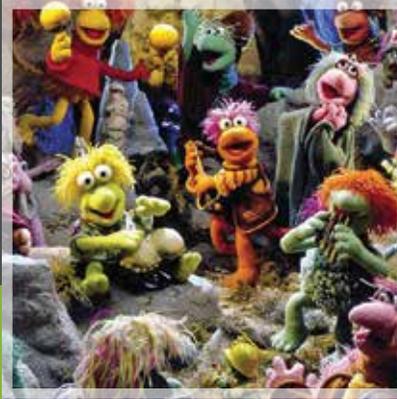
Snowiest Countries

1. Japan
2. Canada
3. United States
4. Russia
5. Norway
6. North Korea
7. China
8. Nepal
9. Greenland
10. South Korea



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CAN YOU GUESS THE YEAR?



- » Nintendo's video game Mario Bros. was first released in Japan as an arcade game.
- » Fraggles Rock premieres on HBO, one of the network's first original programs.
- » The final episode of M*A*S*H airs.
- » Motorola introduces the first mobile phones to the public.
- » Sally Ride becomes the first American woman in space aboard the maiden voyage of Space Shuttle Challenger.
- » Microsoft Word is first released.
- » Swatch introduces their first watches.
- » The lowest temperature on earth is recorded at Vostok Station, Antarctica: -128.6°F (-89.2°C).
- » Lech Walesa wins the Nobel Peace Prize.
- » Michael Jackson's Thriller album stays #1 for 37 weeks.

The year was 1983

The Gift Is in the Mail

Including something useful in a direct-mail campaign gives the piece incomparable staying power. The people at Treat and Company knew this, and worked with a designer to create a mailer that included three unique pieces of wrapping paper. What's even better is the mailer was actually a fold-over calendar that the recipient could use to mark down any gift-giving occasions. The combination of free gifts and the strong branding made a lasting mental connection for the customers, reminding them that Treat and Company could meet their gift-giving needs. ✓

Minestrone Soup

- | | |
|--------------------------|---|
| 2 Tbsp olive oil | 1 (14 oz.) can tomato sauce |
| 1 medium onion, diced | 1 cup green beans, trim ends & cut to 1-in. lengths |
| 2 medium carrots, sliced | 1 (15 oz.) can Cannellini beans, drained |
| 3 ribs celery, sliced | 2 cups water or veg broth |
| 1 small zucchini, diced | 1 cup dry shell pasta |
| ½ tsp Italian seasoning | Parmesan cheese, shaved |
| 1 tsp salt (or to taste) | |
| 2 medium tomatoes, diced | |

Heat oil in a large stockpot or four-quart Dutch oven for two minutes over medium-high heat until the hot oil sizzles. Add onion, carrot, celery, and zucchini. Sauté until tender, about six to eight minutes. Season with Italian seasoning and salt, and stir well to combine. Add tomatoes, tomato sauce, green beans, and Cannellini beans. Cover and lower the heat to medium. Bring the mixture to a simmer and stir occasionally, about 10-15 minutes. Add water or broth and shell pasta. Continue to cook covered for another 10 minutes until pasta is cooked al dente. Stir occasionally to ensure pasta doesn't stick to the bottom of the pot. Garnish with shaved Parmesan cheese if desired.

Carrie Ann Inaba was born on January 5, 1968 and grew up in Honolulu, Hawaii. Her instruction in dance began as early as three years old, and she often spent time dancing in her backyard overlooking the Pacific Ocean. At age 18, she sang her way to victory at a talent show and was then whisked to Japan to be groomed as a pop star. After a few years, she returned to the U.S. and appeared on In Living Color and was a featured dancer during Madonna's Girlie Show World Tour. Inaba has enjoyed success on stage and screen, including choreographing for the Miss America Pageant and holding one of the judging positions on Dancing with the Stars.

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