

Walker Printing Company, LLC

# ThumbPRINT

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

## Airbnbmag – Bringing Back Print for Travel

*Airbnb, the well-known bed-and-breakfast hub, is working on launching a new print magazine. Why? Because print is powerful, and it can still hold its own in the digital age.*

### The Long-Term Impact of Print

Whereas a feed, social post, or Web page comes and goes and can't be preserved on a bookshelf or mag pocket, print is still a tangible thing. And that makes a big difference for long-term marketing. After all, successful brand-identity construction has to do with the idea of "stickiness." Print gives customers the information they need the moment the printed piece hits their hands. Plus, the information can be recalled when they need something related to it.

Aptly named *Airbnbmag*, the print-production magazine will focus on destinations based on the popularity of user searches for temporary lodging and vacations on the Airbnb website.

### Spread the Word with Print

Brian Chesky, Airbnb's CEO, likes the tangibility of print. As a magazine focused on helping travelers find a place to stay, it has a wide appeal that makes it the ideal piece to share. Aside from the fact that you don't have to turn it off when you take off or land on a plane, airline passengers are likely to take it with them and save the copy or leave it elsewhere. And then other people pick it up and read it, creating more exposure, and the cycle repeats.

While Airbnb remains an online company, they have recognized the power of print when it comes to getting the word out on a broad scale.

Chesky's motivation, obviously, is to generate more travel activity, but in doing so, his interest in print is capitalizing on a format and marketing tool many in the digital world would otherwise overlook. ✓



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## Ben's FRIENDS

Quotes to Live By

"Be somebody who makes everyone feel like a somebody."

- AUTHOR UNKNOWN

"A negative mind will never give you a positive life."

- ZIAD K. ABDELNOUR

"The book is always better."

- RICHELLE MEAD



Sandra and David Chaney  
Owners

## Make a Sticky Business

From return address labels to promotional labels and everything in between, custom-printed labels are a great way to make your business name stick. In today's competitive business world, out of sight quickly becomes out of mind. Don't let your customers and prospects forget about you. Stick your name out there every opportunity you get! Give us a call if you'd like help creating unique ideas that stick.

# Wide-Format Printing

GET YOURS TODAY! **\$1999**  
24" x 36" only



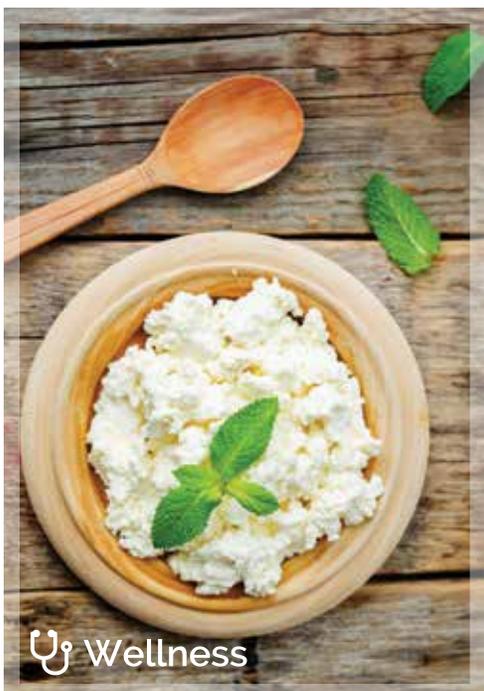
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**Pass It Around**  
If you enjoyed this newsletter, share it with fellow employees or friends. Just copy and paste the link into an email message and share the wealth!

## Reasons to Eat More Cottage Cheese

*Here are a few tips to adjust your attitude when negativity calls:*

- » It is a low-calorie source of protein, which promotes weight loss.
- » Cultured cottage cheese is a good source of probiotics and active cultures (similar to yogurt), which help digestive issues.
- » The casein protein in cottage cheese helps to prevent hunger pangs and cravings. It is also an excellent snack before bed.
- » It is an ideal source of B-complex vitamins, which can help with heart health, digestion, metabolic functions, brain functions, and more.
- » It can easily be mixed into other foods such as dips, mashed potatoes, cheesecakes, waffles, pancakes, smoothies, tuna salad, casseroles, omelets, mac and cheese, and more.
- » Cottage cheese is an excellent source of calcium, a mineral that plays a major role in tooth and bone health, and in the prevention of osteoporosis. ✓



 Wellness

# Printed Labels

Custom-printed labels are a convenient and affordable way to enhance your branding efforts, boost awareness, and spread the word. Here are a few ways to market with labels:

- » Business-card labels stick directly on product samples, literature, packages, booklets, quotes, and envelopes, and ensure your card won't get lost.
- » Guarantee labels increase sales and boost your customers' confidence in your products.
- » Full-color shipping labels featuring your corporate colors and logo are a great way to reinforce your brand and boost recognition.

- » Save-the-date announcement labels can help boost attendance at upcoming corporate events.
- » Thank-you labels are a great way to show customers that you appreciate their business.
- » Anniversary seals add credibility and promote a company's success reaching an important milestone.
- » Website-promo labels grab attention and direct traffic to your website.
- » Die-cut labels are a fun way to demand attention and ensure your labels are noticed.
- » Appointment-reminder labels can be placed on calendars to ensure the reminder won't get lost in the shuffle.

Give us a call today if you'd like help creating the perfect label! ✓



## Stay Relevant

Sesame Street is a tried-and-true example of constant innovation. One way they've stayed relevant for 49 years is by writing the show on two levels: for children, of course, but also for their caregivers since the show is designed to foster better communication between children and caregivers. Not only does the show continue to discuss difficult topics such as divorce, incarceration, and parents being deployed in the military, they've also mixed in augmented reality, smartphone apps and other digital platforms, hands-on workshops, and STEM learning. ✓



## TRIVIA

1. What does the term "piano" mean?
2. How many squares are on a standard chess board?
3. What does the Latin phrase *caveat emptor* mean?
4. What is the bluebird a symbol of?

1) To be played softly 2) 64 3) Let the buyer beware 4) Happiness

## Gutenberg's Army©



## TOP Ten

### Global Fast-Food Chains

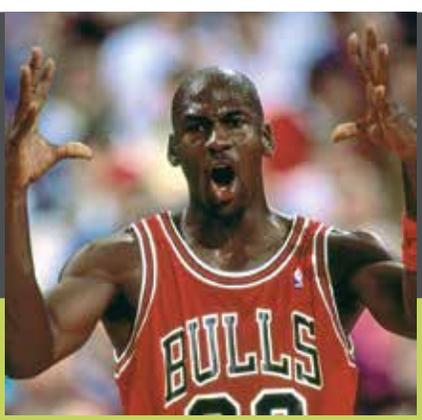
1. McDonald's
2. KFC
3. Subway
4. Pizza Hut
5. Starbucks
6. Burger King
7. Domino's Pizza
8. Dunkin' Donuts
9. Dairy Queen
10. Papa John's



Source: Forbes.com

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# CAN YOU GUESS THE YEAR?



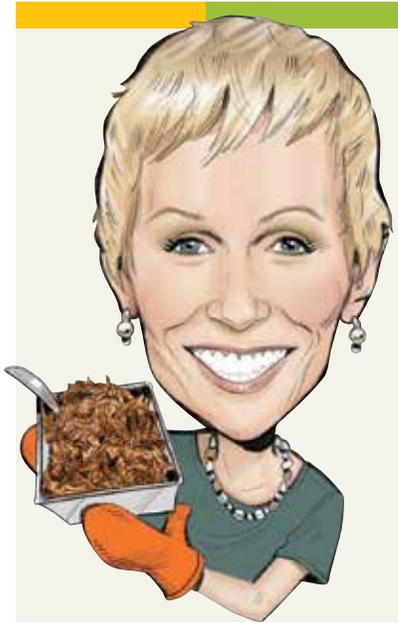
- » Michael Jordan scores his 10,000th NBA point in his fifth season.
- » The Energizer Bunny is introduced to the public.
- » Microsoft releases its Office Suite.
- » The Mirage Hotel and Casino opens in Las Vegas.
- » Nintendo releases Game Boy.
- » NASA launches the Galileo spacecraft.
- » The movie Rainman wins four Academy Awards.
- » Yugo cars goes bankrupt.
- » A 4,400-year-old mummy is found in the Great Pyramid of Giza.
- » Indiana Jones and the Last Crusade and Ghostbusters II premiere.
- » The Berlin Wall comes down, symbolically ending the Cold War.
- » Madonna's "Like a Prayer" premieres on a worldwide Pepsi commercial.
- » Disney-MGM Studios at Walt Disney World opens to the public.

The year was 1989.



## Direct Boost

Like many businesses challenged with new competition and economic downturn, an animal health clinic decided to take action and create a newly targeted direct-mail program. Rather than blasting every household in the city, the clinic focused their direct mail on previous customers, and also purchased an additional prospect list of pet owners who lived within close proximity of their clinic. They offered exclusive discounts for first-time visits and introduced a loyalty program for return customers. ✓



## Crockpot Pulled Pork

- 2 - 2.5 lbs. boneless pork loin
- 1/2 onion sliced
- 1 Tbsp. paprika
- 1 tsp. black pepper
- 2 tsp. salt
- 1/2 16 oz. bottle BBQ sauce
- 2 cloves garlic, minced or pressed
- 1/2 cup water

Add all ingredients to the slow cooker. Cook on medium for six hours, or low for eight to 10 hours. Shred and serve.

**Barbara Corcoran**, best known as a "Shark" investor on ABC's *Shark Tank*, was born March 10, 1949, in New Jersey. She graduated from St. Thomas Aquinas College with a degree in education in 1971 and later began the first female-owned real-estate firm in New York. Corcoran has since become a popular television personality, with regular roles on *Shark Tank* and NBC's *Today* show. She has also written a number of best-selling business and real-estate books and is a popular motivational speaker.

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