

ThumbPRINT

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

Unique Binding and Finishing Options

You've spent many sleepless nights preparing your print-marketing campaign. You've agonized over the design, the copy, and the overall look and feel.

But have you given any thought to unique binding and finishing options? Believe it or not, these seemingly small details can have a significant impact on your campaign's success.

Make a Lasting Impression

Special binding and finish effects are not commonly used, so they have a more powerful impact when they are first seen.

This "wow factor" usually makes potential customers want to hold onto your printed materials longer than others. As a result, awareness of your brand increases, and there is greater potential for the print product to be shared with others.

Potential clients subconsciously equate the quality of your print-marketing materials with the quality of your products or services. If you're selling high-end items, you'll want to ensure that your print promotions reflect that.

Unique Finishes for Unique Products

If you want your print project to stand out from the competition, consider using finishing options beyond standard glossy

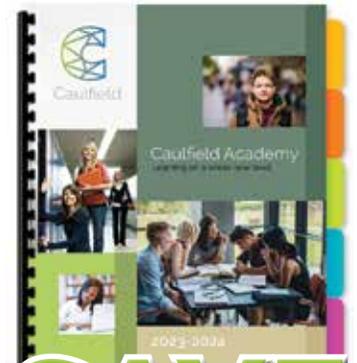
paper. Additional techniques such as die-cutting, embossing, and three-hole drilling create a special look that gets customers' attention.

For business cards that are sure to be remembered, don't settle for plain old white stock. Opt for something more unique, such as recycled paper or metal.

Special finishes like spot UV or foil-stamping help your cards to pop, and might be the thing that lands you that all-important first meeting or lucrative sale.

Get Started Now

If you're looking for a forward-thinking printer to help you create significant marketing collateral, that's us! We have a team of talented professionals ready to help you with your vision for your print-marketing initiatives. Contact us today to learn more about how we can assist you with achieving your goals. ✓



SAVE 10%

on your next order's binding and finishing.*

*Some restrictions apply.
Not valid with other offers.
Offer expires 04-30-23.



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Ben's FRIENDS

Quotes to Live By

"The harder the conflict, the more glorious the triumph."

— THOMAS PAINE

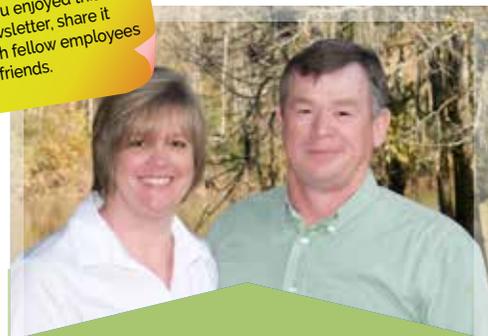
"You must not only aim right, but draw the bow with all your might."

— HENRY DAVID THOREAU

"If you have knowledge, let others light their candles in it."

— MARGARET FULLER

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



Sandra and David Chaney
Owners

Ready On Time

The way you look to your customers matters to you — and to us! The bindery and finishing options you choose make a huge difference when it comes to impact.

Bindery and finishing goes so far beyond precise three-hole drilling, perfectly placed saddle stitches, and crisp, clean folds. Increasing interest in your printed pieces can be done with unique die cuts, eye-catching foils, and intriguing embossing. Our team has the knowledge and experience to finish your pieces with flair!

Welcome Little Abby

The WPC family continues to grow, as Julie Collins (WPC Office Manager/Bookkeeper) welcomed granddaughter, Abigail Grace Collins, in September. Abby made her debut on September 14, 2022 at 8:19 a.m. weighing 7 lbs., 1 oz. and measuring 19.25" long. Abby is the daughter of Justin and Jessica



Grandparents are Allen and Julie Collins, of Fitzgerald, Georgia and Donnie and Rhonda Terry, of Dodge County, Georgia.

We congratulate Justin and Jessica on their growing family.

Collins and baby sister to Kyler (11), Harper (9), and Kaiden (4).

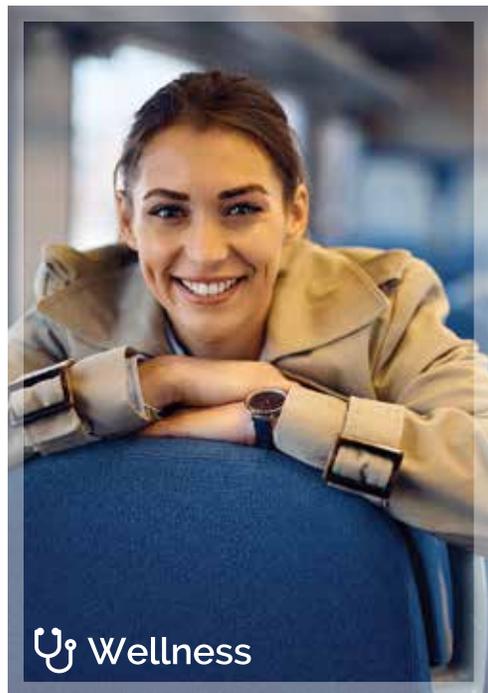
The Collins family resides in Jeff Davis County. Justin is self-employed and Jessica is a full-time mom and homemaker. They attend Southside Baptist Church where the kids are active in Awana.



(L-R): Harper, Kaiden, Justin, Jessica, Abby, and Kyler

Feel Good While You Travel

- » Pressure points. Your Nei Guan point is a great place to start when combating motion sickness. To find the point, your index, middle, and ring fingers of your right hand should be placed on the inside of your left wrist, starting right under the crease. Apply firm pressure to the spot just below your index finger, between the wrist tendons. Wrist cuffs with a specialized pressurizing piece can be purchased to provide constant pressure on this point.
- » Aromatherapy. Pure lavender and peppermint oils have been shown to reduce nausea. Arming yourself with some oils and taking a few sniffs from the bottle or wearing a few drops on an essential-oil necklace could help. Extended inhalation, however, could end up working against you.
- » Supplements. Herbs like ginger and chamomile are natural stomach settlers. Though supplements can be found at a local pharmacy, consider brewing some tea and bringing it with you as you travel. Licorice-root lozenges, which can be found over the counter, may also help ward off nausea. ✓



Wellness



Welcome to the Club, Stephanie

Stephanie Sweat (WPC Customer Service Representative) joined an exclusive club in February as she welcomed her first grandchild, Delilah Michelle Reaves, and became Gramma. Delilah was born in Silverdale, Washington on February 5 at 2:15 a.m. She weighed 8 lb., 3 oz. and was an impressive 21" long. Delilah's parents are Stephanie's son, Daniel, and Monica Reaves.



Espresso on the Go

Whether you spend time miles from a good cup of espresso or there's a coffee shop around every corner, no coffee lover would be upset about having the ability to produce a smooth double shot literally anywhere. The Waco Picopresso hand-pump espresso machine is well built and easy to use, and ideal for biking, hiking, camping, picnics — all that's needed is hot water and the right amount of grounds. There is a precision required, but the time spent learning how to use this convenient product will be rewarded with a remarkable cup of espresso. ✓



Daniel and Monica met while attending Troy University in Alabama in 2014 and married in 2018 before Daniel left for Naval boot camp. ETN2(SS) Reaves is currently assigned to the USS Michigan SSGN 727 in Washington state. Monica has a bachelors degree in Healthcare

Business Management from the University of Alabama at Birmingham. In addition to Stephanie, grandparents are: Stacy and Sherry Reaves of Virginia, Jeff and Paula Richards of New Hampshire, Renee and Dave Johnson of Alabama, and the late Mike Sweat formerly of Fitzgerald, Georgia.



Delilah Michelle Reaves



TRIVIA

1. How many floors does the Eiffel Tower have?
2. How many seasons did The Oprah Winfrey Show run?
3. Who was the first woman inducted into the Rock and Roll Hall of Fame?
4. Who did the U.S. buy Florida from?

1) Three 2) 25 3) Aretha Franklin 4) Spain

Gutenberg's Army®



TOP TEN

Most Popular Pizza Toppings

1. Pepperoni
2. Mushrooms
3. Onions
4. Sausage
5. Bacon
6. Extra cheese
7. Black olives
8. Green peppers
9. Pineapple
10. Spinach



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

CAN YOU GUESS THE YEAR?



- » Hurricane Katrina makes landfall as a category 3 storm, flooding roughly 80% of the city of New Orleans.
- » The video-sharing website YouTube is founded.
- » George W. Bush begins his second term as president.
- » Pope John Paul II dies and Pope Benedict XVI is elected to take his place.
- » The Disneyland Resort celebrates its 50th birthday.
- » The Office premieres on NBC.

- » Condoleezza Rice is sworn in as U.S. Secretary of State, the first African American woman to hold the post.
- » Star Wars: Episode III - Revenge of the Sith premieres at the Cannes Film Festival.
- » Live 8 concerts are held around the world, organized by Bob Geldof to raise awareness of poverty.

The year was 2005.

Some Assembly Required

LSabon, a company specializing in botanical-fragranced body-care products, combined their desire to stay front-of-mind with a strong branding message by creating a desktop calendar. But not just any calendar — a self-contained mailer held together with clever laser-cut tabs and slots, beautiful foil detail on the packaging and on each laser-cut calendar page, and punch-out bathtub and flower pieces that can be attached to the calendar's top to add dimension and remind the recipient of the beauty this company offers. A piece of practical art that keeps their company on the top of their customers' minds. ✓

Bananas Foster French Toast Bake

- | | |
|---|---------------------------------------|
| <i>1/2 cup butter, cubed</i> | <i>3 large bananas, sliced</i> |
| <i>2/3 cup packed brown sugar</i> | <i>12 slices egg bread or challah</i> |
| <i>1/2 cup heavy whipping cream</i> | <i>1-1/2 cups milk</i> |
| <i>1/2 tsp ground cinnamon</i> | <i>3 large eggs</i> |
| <i>1/2 tsp ground allspice</i> | <i>1 Tbsp sugar</i> |
| <i>1/4 cup chopped pecans, optional</i> | <i>1 tsp vanilla extract</i> |

Melt butter. Stir in brown sugar, cream, cinnamon, allspice, and, if desired, pecans. Add bananas; toss gently to coat. Transfer to a greased 9x13-inch baking dish. Arrange bread over top, trimming to fit as necessary. Place remaining ingredients in a blender; process just until blended. Pour over bread. Refrigerate, covered, 8 hours or overnight. Preheat oven to 375°. Remove French toast from refrigerator while oven heats. Bake, uncovered, until a knife inserted in the center comes out clean, 35-40 minutes. Let stand 5-10 minutes. Before serving, invert the pan.



Gayle King was born December 28, 1954 in Chevy Chase, Maryland. When she was just six years old, her father was deployed to Ankara, Turkey where she lived until age 11. Her career in television began when she took the job of production assistant for WJZ-TV in Baltimore. It was there that she met Oprah Winfrey. King has held several television-related positions, both on- and off-screen, but her time as special correspondent for The Oprah Winfrey Show really put her on a national stage. She is currently co-anchor of CBS Mornings.

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