

Walker Printing Company, LLC



ThumbPRINT

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

Summer Painting Tips

Painting during the hot summer months may be tricky, but it's not impossible. Here are a few tips for planning a successful summer paint job.

» Remember that color affects paint performance. Choosing lighter colors can be beneficial since they reflect more light and do not absorb as much heat and energy. To know how well a color reflects light, look at its light reflectance value (LRV). Higher values (closer to 100) indicate colors that reflect more light.

» Always box your paint on large paint jobs by combining multiple cans of the same color into a five-gallon bucket to ensure a uniform color.

» The key to any good paint job is always surface preparation. Wash the surface to remove loose dirt and dust. If necessary, scrape and sand surfaces to remove loose, peeling, and flaking paint.

» Paint in the early mornings or late evenings, or choose an overcast day. Not only is the air temperature cooler, but the surface temperature can affect

the quality of the paint job. You can also "chase the shade," by starting on the shady side of a building and following the shade as the sun moves overhead. Save porches, underhangs, and shaded areas and do them during the hottest part of the day.

» If painting steps or a deck/porch, consider adding sand or additives to create traction since paint can often make the surface slippery.

» Double the drying time in humid weather before applying the second coat. If you paint too soon, the first coat could peel off as you use the roller due to the collection of moisture underneath the first coat.

If your goal is to add some color to the outside of your house, or to freshen up the colors that are already there, summer can be a good time to do it. Just remember to follow these tips and your work will pay off! ✓



SAVE 10%

on your next order of printed conference handouts.*

*Some restrictions apply. Not valid with other offers. Limit One Offer Per Customer. Coupon Code: 10OFFCONFERENCE. Offer expires 8/31/18.



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Ben's FRIENDS

Quotes to Live By

"Whatever you do, do it well."

— WALT DISNEY

"We become what we think about."

— EARL NIGHTINGALE

"Those who don't believe in magic will never find it."

— ROALD DAHL



Sandra and David Chaney
Owners

We're On the Same Team

We understand how stressful it can be planning for conferences and industry events. As part of our dedication to becoming an extended member of your team, we can not only design and print your important presentation or marketing materials, we can also assemble, pack, and deliver them to your requested destination. We'd love to help make your trade-show prep painless and look forward to becoming your printing partner for success!



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



Unplugging for Your Health

Here are a few ways unplugging can be good for your health:

- » Reconnect with people and focus on relationships. Play with your children and/or pets who have likely been missing your attention.
- » Improve your mood. Unplugging from technology helps eliminate unhealthy feelings of jealousy, envy, and loneliness caused by comparing yourself with others on social media.
- » Live in the present and enjoy being in the moment, rather than constantly snapping photos or texting and/or posting about what you are doing.
- » Reduce pain in your neck and spine from looking down at your phone.

If you simply cannot part with your phone for extended time periods, turn off app notifications or consider setting your phone to DND (do not disturb) to avoid temptations. 

We Print It All!

No matter what you need for an upcoming conference, we can print it all! Here are a few of the most popular products we create for conferences:

- » Posters are an easy and affordable way to relay your message quickly.
- » Hanging ceiling displays are a great way to grab attention, save space, and ensure your message can be seen amidst a sea of competitors.
- » Table tents offer a unique way to get your message in front of your customers at conferences and other events.
- » Labels are a great conference giveaway and can enhance your

marketing materials, add a distinctive finishing touch, and get your branding and/or message in front of your audience.

- » Flyers and conference bag inserts are one of the easiest, most cost-effective, and versatile ways to promote your business.
- » Presentation folders are perfect for organizing sales packets, business proposals, promotional materials, free samples, press kits, and more!
- » Conference and event booklets are a great way to provide a detailed schedule, information on keynote speakers, workshops, maps, and more.
- » Conference journals or lined notepads are an ideal giveaway for conferences, seminars, and business meetings.
- » Membership directories are a popular industry resource that also offer advertisers continuous exposure throughout the year. ✓



Service Above the Bottom Line

Years ago, a B. Dalton customer (before it was acquired by Barnes & Noble) was shopping for a book on her son's Christmas list. The mom was unable to find the book, so an employee checked their computer inventory, which showed it was out of stock. In an attempt to provide the best service possible, the B. Dalton employee called their competition to reserve the book for the customer and even printed out directions where she could pick it up. While B. Dalton didn't make a sale that day, their outstanding commitment to customer service earned that shopper's loyalty. ✓

Gutenberg's Army©



TRIVIA

1. What is the highest waterfall in the world?
2. Who was the first female monster to appear in a movie?
3. The average human body contains how many pints of blood?
4. What was the first movie given the title "blockbuster"?

1) Angel Falls, Venezuela 2) Bride of Frankenstein 3) Nine 4) Jaws

TOP TEN

Protein Foods

1. Chicken breast
2. Pork chops
3. Fish (salmon, tuna, trout)
4. Beef steak
5. Firm tofu
6. Beans and lentils
7. Nonfat yogurt
8. Cheese
9. Nuts and seeds
10. Eggs

Source: myfooddata.com



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CAN YOU GUESS THE YEAR?



- » Frank Sinatra, Sonny Bono, and Phil Hartman pass away.
- » MP3s are created for the first time.
- » Europeans agree on a single currency, the euro.
- » Mercedes-Benz buys Chrysler for \$40 billion and forms DaimlerChrysler, the largest industrial merger in history.
- » The two oil companies Exxon and Mobil merge to create the world's largest petroleum company.
- » The Razor Scooter was introduced at the NSGA World Sports Expo.
- » Last episode of NBC's *Seinfeld* airs.
- » California restaurants and bars become smoke-free.
- » The world's biggest airport opens in Hong Kong.
- » The Internet search engine Google is founded.
- » Apple Computer unveils the iMac.

The year was 1996

Innovative Promotion

Printing can be a great way to ignite the imagination and promote any product. Consider this creative, interactive print piece from Marvin Windows as an example. In a promotion designed to showcase their "ultimate multi-slide doors," Marvin Windows developed a unique print piece featuring an image of doors looking out to a beautiful background, with a built-in tab that pulls out to show the doors sliding away, revealing an unobstructed view of the scenery. Just as the marketing piece depicts, Marvin Windows' industry-exclusive hardware virtually disappears to give you an incredibly clean and unobstructed view with simple, effortless operation. ✓



Pineapple BBQ Chicken

- | | |
|------------------------------------|--|
| <i>4 chicken breasts</i> | <i>2 Tbsp. olive oil</i> |
| <i>2 cups pineapple chunks</i> | <i>1 jalapeño, sliced</i> |
| <i>1 red bell pepper, diced</i> | <i>2 Tbsp. lemon juice</i> |
| <i>1 yellow bell pepper, diced</i> | <i>1 tsp. dried oregano</i> |
| <i>1/2 cup bbq sauce</i> | |
| <i>2 tsp. dried garlic</i> | <i>Salt, pepper & chopped cilantro, to taste</i> |
| <i>1 1/2 tsp. smoked paprika</i> | |

Place chicken in a cooking dish, and cover with pineapple chunks and peppers. If chicken breasts are thick, cut into thinner pieces so that they will cook faster. In a bowl, combine bbq sauce, olive oil, paprika, minced garlic, lemon juice, oregano, and jalapeño, and add cilantro, salt, and pepper to taste. Pour over the chicken and cover dish with foil. Bake at least 30-35 minutes at 350 degrees, or until chicken is cooked through and peppers are tender.

John Cena was born April 23, 1977, in West Newbury, Massachusetts. He studied exercise physiology and became a Division III All-American offensive lineman and team captain at Springfield College in Massachusetts. After graduating college, he moved to California and began a struggling career as a bodybuilder, working in a gym and taking wrestling classes on the side. Today, Cena is a pro wrestler signed to WWE and is a free agent appearing for both the Raw and SmackDown brands.

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