



ThumbPRINT

OCTOBER 2021 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

A Reading Life

Does the question "So, read anything good lately?" spark a lively conversation with a friend or acquaintance, or leave you fumbling for an answer?

Reading is something we all feel like we should be doing, but many of us don't have a handle on how to make it happen in real time. The demands of our days can leave little time to kick back and read for fun. And, in many cases, we are already reading thousands of words every day just by going about our normal lives. But if you are someone who genuinely wants to get lost in a great work of fiction or have your mind stretched by a non-fiction piece, a little bit of effort can go a long way.

If time is your biggest hurdle to reading, then the obvious solution is to make some time for reading. You could start and end your day with 15 minutes of reading. Or always carry a book with you when you leave the house; if you find yourself with some downtime, crack open your book instead of scrolling on your phone.

Perhaps you feel like you are a slow reader—then audiobooks are the ideal solution. The narrator sets the pace; you're just along for the ride. Chances are you have several pockets of time during the day (doing dishes, commuting, waiting in the school pick-up line) when an audiobook would be the perfect companion.

If you don't know what you like, take a trip to the local library to peruse the shelves and see what is out there. A chat with a librarian may also help you discover some books you'll love.

Ultimately, reading is meant to be enjoyable. If it is something you truly want to make a priority, it only takes a bit of effort on your part. Taking these steps means the next time someone asks what you've been reading, you can give them a confident answer.

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Ben's FRIENDS

Quotes to Live By

"Success is the child of audacity."

— BENJAMIN DISRAELI

"Chop your own wood and it will warm you twice."

— HENRY FORD

"There is more to life than increasing its speed."

— MAHATMA GANDHI

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

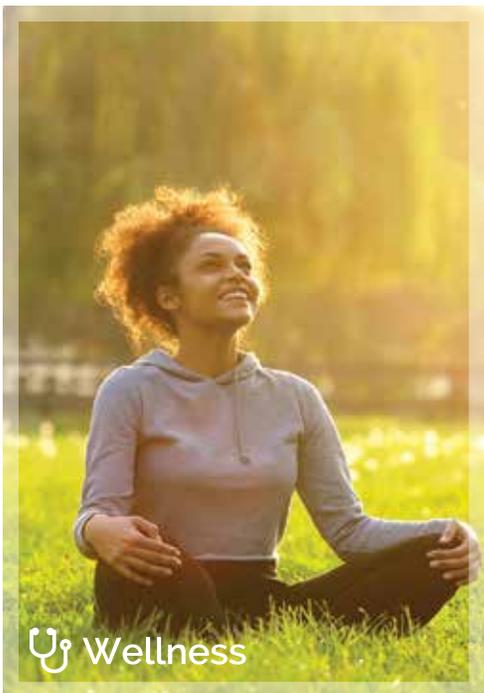


Sandra and David Chaney
Owners

Unique Printing

The faithful marketing materials that your customers have come to expect from your company continue to make an impact and build loyalty.

But maybe it's time to do some outside-the-box thinking. No doubt you have received or seen printed pieces that wowed you – why not be the company doing the wowing? We can help you put together a campaign that is true to your company message while giving customers a fresh glimpse of who you are.



 Wellness

Boost the Happy

There are ways to boost the production of serotonin. Here are a few:

- » **Diet:** Serotonin is produced through a chemical process with tryptophan. Protein-rich foods such as turkey, eggs, salmon, and cheese contain levels of tryptophan that provide the raw materials for making serotonin.
- » **Light:** Serotonin levels are often found to be higher in summer and lower in winter. Exposure to sunlight plays a big role in this. Spending 15-30 minutes each day outside or sitting in front of a light-therapy box are ways to encourage serotonin production.
- » **Exercise:** Cardio exercises like walking, running, and swimming have the potential to increase serotonin levels.
- » **Supplements:** Vitamin B6 and probiotics appear to help in serotonin production. As with all supplements, consult a physician before beginning.

Time to Get Creative

No doubt you've been encouraged to think outside the box in just about every avenue of your life. Perhaps the phrase itself has lost the profundity it may have held when you first heard it.

But just what could it mean for your company if you did a little out-of-the-box thinking about your marketing plan?

While your company still needs to count on the steady, reliable printed pieces you have distributed in the past, how can you engage with your customers and prospects in a way they wouldn't expect?



Take your monthly invoice, for example. Think of the smiles you'd put on the faces of the people that open them if you tucked a full-color, die-cut vinyl sticker with your company logo or catchphrase in each envelope with the invoice.

Or what about printing a set of full-color postcards and having them available for customers to write a note to a friend telling them about the great experience they had with your company. Customers can drop their filled-out postcards in a basket, and you will pay the postage to send them. Include a call to action for the recipient that encourages them to claim a special offer if they stop in.

Take a moment to think about how you can use the power of print to reach your customers and improve your bottom line.



Better Lighting

Whether you're using your phone's camera to capture images of your friends and family, or it has become a way to stay connected through video, the Moon UltraLight makes it easier to produce higher-quality visual content. The Moon light simply clips on the top of your phone and has touch controls that allow you to change the lumens and hue to get the best possible shot. As we continue to rely on our phones to capture the important moments in our lives, making sure to get the lighting right is easy with the Moon UltraLight.



TRIVIA

1. Which country was the first to give women the right to vote?
2. Who was the first person in space?
3. Which American president is in the Wrestling Hall of Fame?
4. What material was first used to cover baseballs?

1) New Zealand (in 1893) 2) Yuri Gagarin
3) Abraham Lincoln 4) Cowhide

Gutenberg's Army®



TOP TEN

Animal Phobias

1. Arachnophobia (spiders)
2. Ophidiophobia (snakes)
3. Spheksophobia (wasps)
4. Ornithophobia (birds)
5. Musophobia (mice)
6. Ichthyophobia (fish)
7. Melissophobia (bees)
8. Cynophobia (dogs)
9. Entomophobia (insects)
10. Ailurophobia (cats)



Pass It Around
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CAN YOU GUESS THE YEAR?



» American Motors Corporation introduces the Gremlin, Ford releases the Pinto, and Chevrolet debuts the Vega.

» Apollo 13 (Jim Lovell, Fred Haise, Jack Swigert) is launched toward the moon.

» The first Earth Day is celebrated in the United States.

» The Beatles release their 12th and final album, Let It Be.

» The first New York City Marathon is held.

» Monday Night Football makes its debut on ABC.

» Boeing 747 makes its first commercial passenger trip to London.

» The Aswan High Dam in Egypt is completed.

» The United States lowers the voting age from 21 to 18.

The year was 1970.

Beautiful Product

When tasked with producing a creative print ad to showcase the vast array of colors available in Faber-Castell's top-of-the-line Artist Color Pencil set, the Singapore marketing firm Ogilvy looked to some of the great art masters. Using thousands of carefully trimmed colored pencils as the medium, recreated Edvard Munch's "The Scream" and Vincent Van Gogh's "Terrace Cafe at Night." This unique use of their product surely attracted attention and made the connection between their pencils, creativity, and beautiful art. ✓

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PRSR STD
U.S. POSTAGE PAID
FITZGERALD, GA
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PERMIT NO. 6

Chicken Parmesan Sliders

12-pack dinner rolls or
Hawaiian sweet rolls

3 cups shredded rotisserie
chicken

½ cup marinara sauce

8 oz fresh mozzarella cheese,
sliced

¼ cup fresh basil, chopped

½ cup butter, melted

3 cloves garlic, finely chopped

2 Tbsp fresh parsley, finely
chopped

2 Tbsp grated Parmesan cheese

Preheat the oven to 350°F. Slice the rolls in half lengthwise. Place the bottom half in a 9 x 13-inch rimmed baking dish.

Spread the chicken evenly on the roll bottoms, followed by the marinara, mozzarella, and basil. Replace the roll tops. Mix the melted butter in a small bowl with the garlic, parsley, and Parmesan. Brush the tops of the rolls with the butter mixture. Bake for 20 minutes, or until the bread is golden brown. Slice into individual sliders, then serve.



Ken Jeong was born July 13, 1969, in Detroit, Michigan, but grew up in Greensboro, North Carolina, where his father was a college professor. Following an early graduation from high school, his parents urged him to pursue medicine, so he graduated pre-med from Duke University and received his medical degree from UNC-Chapel Hill. During his residency in New Orleans, Jeong moonlighted in theater and comedy, a passion he had as he was growing up. He continued to practice medicine while maintaining his comedy side gigs. Jeong has made millions laugh in a wide variety of TV and movie appearances.

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