



October 2018

# Under *the* Sun

N E W S L E T T E R



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# ARE YOU IOT READY?

IOT or the Internet of Things is sneaking up on many businesses in ways that are surprising and, in some ways, predictable. It doesn't take a stretch of anyone's imagination to understand that almost any device you have purchased in the last few years can connect to the Internet. However, IOT does not stop there.

Those connected devices can, and do, automate everything from reordering bottled water for the drink cooler to notifying you when your delivery van is due for an oil change.

Where businesses are starting to get taken by surprise is when IOT devices like your sweatshirt or wristwatch are also hooked up to your bank account and become your method of payment. The majority of brick-and-mortar locations are not yet equipped

to handle these kinds of transactions.

It is essential for all companies to take a look at IOT not as a place that is just machine-to-machine but something that is also driven by customers' interaction with devices in unanticipated ways. Prepare for the unexpected when it comes to how customers' relationships with their chosen IOT solutions start to affect the way you do business with them.



## IOT categories that may affect you:

- » Wearable Payments
- » Remote Monitoring
- » Telematics/Connected Car
- » Smart Solutions
- » Sensors/Beacons
- » Platform & Network



# GRAND FORMAT SOLUTION

Sun Solutions designed and printed a wall barricade for a new trampoline park at Holyoke Mall in Holyoke, Massachusetts. The barricade was printed on graphic film. It is an impressive display standing at 152 feet long and 12 feet high!



"Chase the vision, not the money; the money will end up following you."

— Tony Hsieh

"When you find an idea that you just can't stop thinking about, that's probably a good one to pursue."

—Josh James

"Even if you don't have the perfect idea to begin with, you can likely adapt."

—Victoria Ransom

"I knew that if I failed I wouldn't regret that, but I knew the one thing I might regret is not trying."

—Jeff Bezos

"Ideas are a commodity. Execution of them is not."

—Michael Dell

"The secret to successful hiring is this: look for people who want to change the world."

—Marc Benioff

"Data may disappoint, but it never lies."

—Jay Samit

"I am always doing that which I cannot do, in order that I may learn how to do it."

—Pablo Picasso

"Never give up on something you can't go a day without thinking about."

—Winston Churchill



Communication Print & Media **Delivered**

# FEATURED CUSTOM ENVELOPE

This month's featured envelope was donated to the Columbia Chamber of Commerce by Sun Solutions! This envelope showcases an eye-catching design and a creative way to incorporate spray addressing.

## Did You Know?

- » New Zealand was the first country to give women the right to vote. It was in 1893.
- » Sweden has not fought a war since the Napoleonic Wars in 1814, making it the oldest neutral country in the world.
- » The most common, non-contagious disease in the world is tooth decay.
- » The Sea of Tranquility is not a sea at all. It is a specific area on the Moon.
- » It is illegal to catch mice in Ohio without a hunting license.
- » The Empire State Building was built using 10 million bricks.
- » Crocodiles swallow large stones to use as ballast, or else they would float.
- » Trivia is not just a question game; she was the Roman goddess of sorcery.
- » *Psycho* (1960) was the first Hollywood movie to show a toilet flush.
- » Gmail, Google's email service, was launched on April Fool's Day—April 1, 2004.
- » Every letter in the alphabet is used in naming the 50 states except one: Q.



Are you interested in utilizing unique, custom envelopes to enhance your direct mail marketing?

Contact your sales representative or give us a call at  
803.791.1786!

For more information on envelope converting, visit us online at  
[www.sunsolutionsusa.com/envelopeconverting/](http://www.sunsolutionsusa.com/envelopeconverting/)

# PRINT DRIVES ONLINE SEARCH

Print and online are not separate entities never to exist in the same arena. Print can drive online traffic more than you realize. People research what they are interested in, and when they see your advertisement, they are more likely to look you up online. You can influence their search behavior with great print pieces.



Start with a coupon or other statement stuffer. Entice people to want to learn more or redeem a code for a gift or digital giveaway. Give them enough to pique their interest and an online address to learn more. No matter what it is, it's crucial to drive traffic to your website or social media to capture their information.

Print advertisements of any kind can be a perfect partner to your digital presence. They put your product and brand in front of your customers in person. Then, by providing an invitation to learn

more online, you can direct them to resources that can capture their information or how they interact with your brand.

Successful brands take advantage of this relationship between online and print, and consider how the digital traffic can work together with the printed piece that created the traffic to a significant effect. Drive search traffic to messages you want your customers to hear. They will feel like they are doing due diligence for any of their research needs, all because you planned it that way.

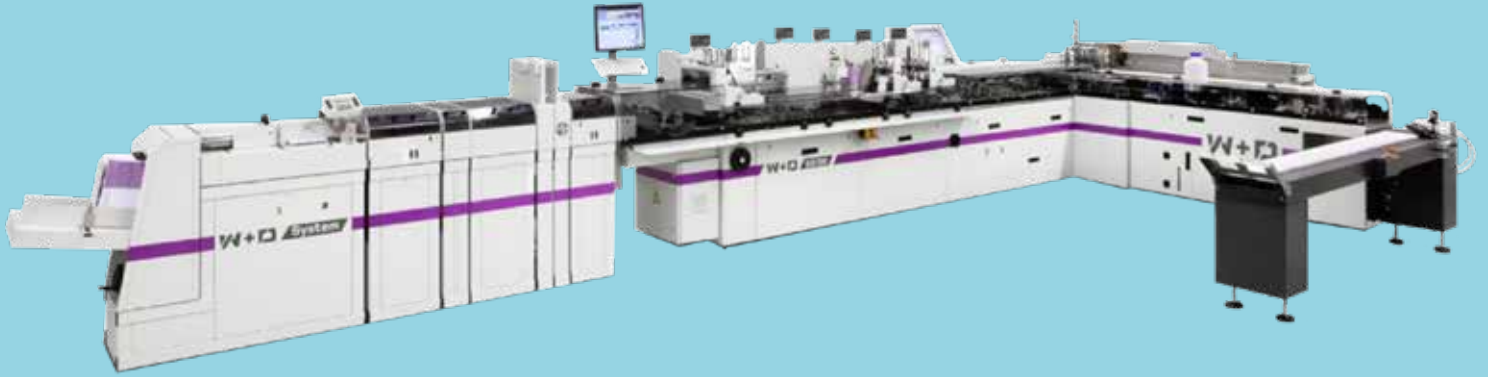


## Not to Be Overlooked

When we think of customer service, we think face-to-face interaction. However, an often-neglected type of interaction is videos and instruction guides provided on your website or social-media platforms.

How is your help section on your website? A searchable knowledge base filled with digital resources is like taking your customer service to the next level. Consumers are more likely to refer others to a brand when they can find instructions without even having to talk to a real person.

An added benefit to having videos hosted on YouTube or downloadable instructions is for online search results. You will have more online real estate that potential customers can find as well as more resources for customers to share with their followers on social media.



# SUN SOLUTIONS PURCHASES ANOTHER W+D INSERTER THIS YEAR!

**Sun Solutions's mailing division, CMS, has invested in a second W+D envelope inserter! With top speeds of 16,000 envelopes per hour, having two of these running at once offers the opportunity for unmatched productivity.**

This technology allows for a second read-and-spray in-line. The inserters can read a personalized letter and address the carrier envelope, all in one pass!

They also feature up to 4-way matching to allow for the utmost personalization of a mail package. The insertable sizes vary from as small as an A2 Envelope up to a 10x13 Flat Envelope and everything in between.

Let our team at CMS help automate your mailing securely and reliably, now at twice the speed, and maybe even find some postage savings!

Check out our newsletter next month to see photos of our BB700 in action inserting some very special reply envelopes at Print 18 in Chicago, IL!

## PRINT<sup>®</sup>18

- • • • • September 30-October 2, 2018
- • • • • McCormick Place | Chicago, IL USA
- • • • • [PRINTevent.com](http://PRINTevent.com)



# CIO TECH TIP

## EXTRACT IMAGES FROM A WORD DOC

Have you ever come across a Word document and needed the images from it? Files saved as a .docx can often be pesky to work with. This quick and easy trick will allow you to extract images from a .docx file.

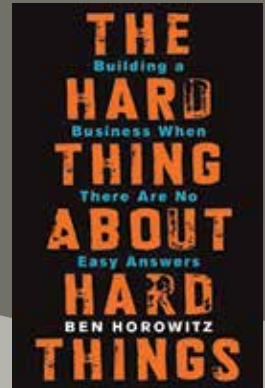
To extract the images, simply change the file name from .docx to .zip and open the file. The pictures will be located in one of the directories.

It's as easy as that!

**A special thanks to our CIO, Chris Hinch, for this tech tip!**



### Books in Review



#### *The Hard Thing About Hard Things: Building a Business When There Are No Easy Answers*

by Ben Horowitz

Successful venture capitalist and blogger Ben Horowitz has reworked many of his best blog posts and combined them with a keen narrative that weaves stories of his own experiences into a book that every entrepreneur or manager needs in their collection. His inside perspective on running and scaling startups puts him in the perfect position to discuss what to do and what not to do with those "hard things" that are part of running a business.

A few examples of the "hard things" he discusses in the book are what to do when the best-laid plans start to fall apart, and what it looks like to hire a loyal friend or a friend of a friend and they turn out to not be a good fit. He also offers advice on how to "lead when you don't know where you are going."

Filled with great stories, funny situations, and hard choices made less hard when you look at them from Horowitz's perspective, this book is a great addition to any business leader's reading list.



# FEATURED PROMOTIONAL PRODUCT SUN SOLUTIONS T-SHIRTS

**Did you know that our production team wears t-shirts each day?**

Matching shirts create a feeling of unity and cohesiveness among team members. Options certainly are not limited to t-shirts, either! Whether you are interested in polos, button-downs or dry-fit, we can help you find the perfect shirt for your business.

To inquire about creating custom branded shirts for your business, contact your sales representative or give us a call at 803.791.1786.



## OCTOBER Birthdays

Katherine Eubanks	10/08	Tommy Braswell	10/25
Stephanie Butler	10/12	Jacob Cook	10/26
Joe Noll	10/13	Lenward Jackson	10/28
Michelle Kelly	10/13	Jamal Liferidge	10/28
Deb Warner	10/16	Jim Hutto	10/31
Dave Robinson	10/18		

## OCTOBER Anniversaries

Albert Cox 25 years

\*Please note that anniversaries are recognized beginning at 3 years, followed by 5 years and then onward in increments of 5.

**SUN SOLUTIONS IS PROUD TO BE A**



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