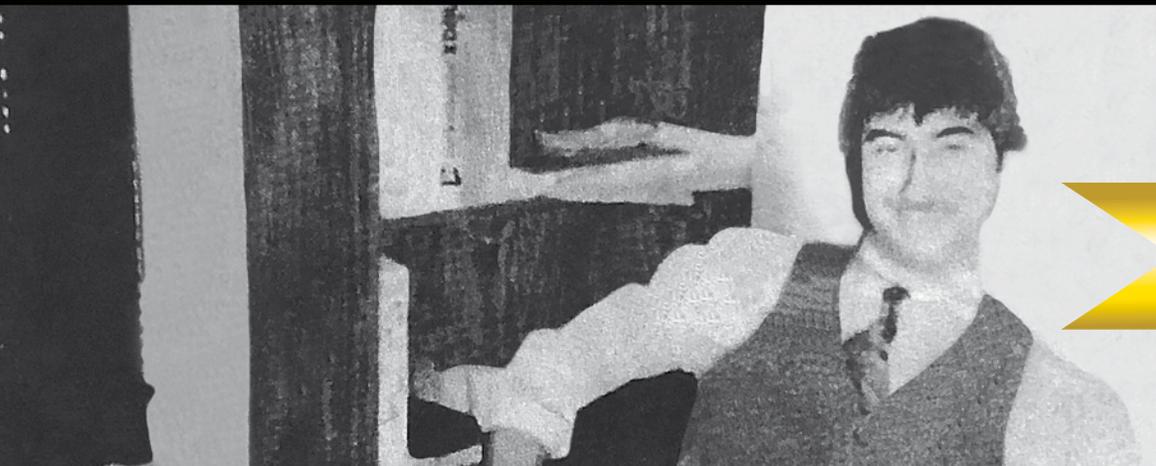




September 2018

# Under *the* Sun

3 5 T H   A N N I V E R S A R Y   I S S U E



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# SUN CELEBRATES 35 YEARS OF BUSINESS!

**35 years ago, 3 entrepreneurs set out with a dream to build one of the best print companies in South Carolina. 35 years later, it is safe to say that dream has been realized!**

"If we get better our customers will demand we get bigger!" is a famous saying of Truett Cathy, the founder of Chick-fil-a.

That is the story of Sun. With locations in South Carolina, Georgia, Arkansas and Tennessee, the vision has broadened to include services such as Mailing, Grand Format, Marketing, Branded Merchandise, Labels and so much more! Although

many things have changed over the last 35 years, we are proud to still have 2 of the original founders, Andy and Kathi Cook, involved every day while Philip Morris enjoys his grandkids in retirement.

We are looking forward to continuing to serve our clients and meet their needs. The biggest thing that has **not** changed over the years is our philosophy of unmitigated integrity

in every aspect of our business and our commitment to providing quality service and innovative solutions. We thank you for all of your continued support over the last three and a half decades.

Cheers to the next 35 years!!

*Kathi* *Andy*

# PRINT — THE BIG DEAL

In an era of fake news, where anything online can be fabricated, the authority of digital anything is at an all-time low. The exact opposite is true for printed material. In other words, print has an element of inherent trust.



It doesn't matter if it's promotional, like brochures or flyers, or if it is editorial, as in newsletters or articles. If it is in print, it is not only more tangible to your readers, it is more influential.

A persuasive message in print becomes more powerful than any other delivery medium because of the perceived notion that it takes more effort to create print. It is given more weight by default.

Now is the perfect time to take advantage of the benefits of print. Putting your piece in the hands of your customers gives

them a physical connection to your message and your products. People make purchases for emotional reasons, and trust is a big key to swaying those potential customers. People trust what they can see and feel.

Give them something to hold, and they will make a direct, concrete connection between their reality and your brand. You've just made yourself part of their real-world experience in a way that digital media can't.



"A leader is one who knows the way, goes the way, and shows the way."  
— John C. Maxwell

"The art of communication is the language of leadership."  
—James Humes

"There is a single light of science, and to brighten it anywhere is to brighten it everywhere."  
—Unknown

"Experience is simply the name we give our mistakes."  
—Oscar Wilde

"What the world really needs is more love and less paperwork."  
—Pearl Bailey

"Nature is often hidden, sometimes overcome, seldom extinguished."  
—Francis Bacon

"Never retreat. Never explain. Get done and let them howl."  
—Benjamin Jowett

"I don't paint things. I only paint the difference between things."  
—Henri Matisse

"If we lose love and self-respect for each other, this is how we finally die."  
—Maya Angelou

"Knowledge will give you power, but character, respect."  
—Bruce Lee



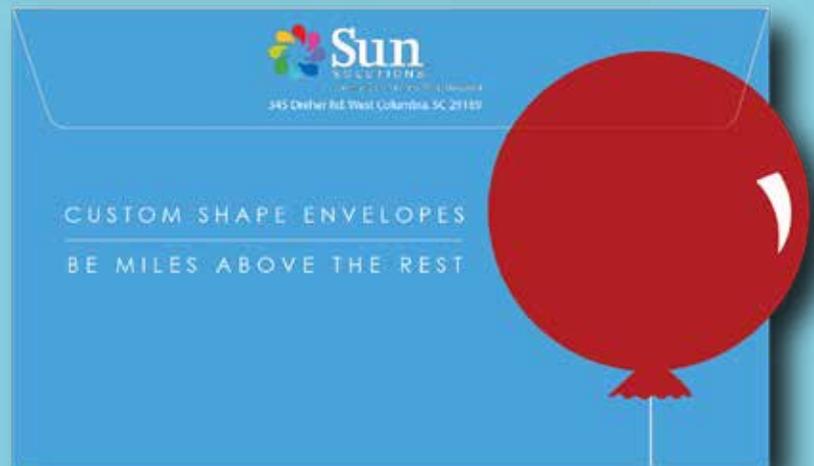
Communication Print & Media **Delivered**

# FEATURED CUSTOM ENVELOPE

This month's featured envelope showcases both a custom shape as well as foil patching!

## Did You Know?

- » Foreign Accent Syndrome is a rare side effect of brain trauma. Patients speak their native language in a foreign dialect.
- » Ravens in captivity can learn to talk better than parrots.
- » Amelia Earhart and Eleanor Roosevelt once sneaked out of a White House event, commandeered an airplane, and went on a joyride to Baltimore.
- » The FBI investigated the song "Louie Louie" because people thought the lyrics were obscene. After three months they abandoned the investigation because they couldn't make out the words.
- » The average cumulus cloud weighs roughly 1.1 million pounds.
- » The Hass avocado was patented in 1953 by Rudolph Hass, a mailman from California.
- » Before it was rebranded as a kid's toy, Play-Doh was initially sold as a wallpaper cleaner.
- » Baby porcupines are known as porcupettes.
- » Sweden is so efficient, only one percent of its garbage ends up in a landfill.



Are you interested in how you can utilize 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/)

# PRE-ORDER YOUR 2019 DESK CALENDARS!



Business  
Funnies®



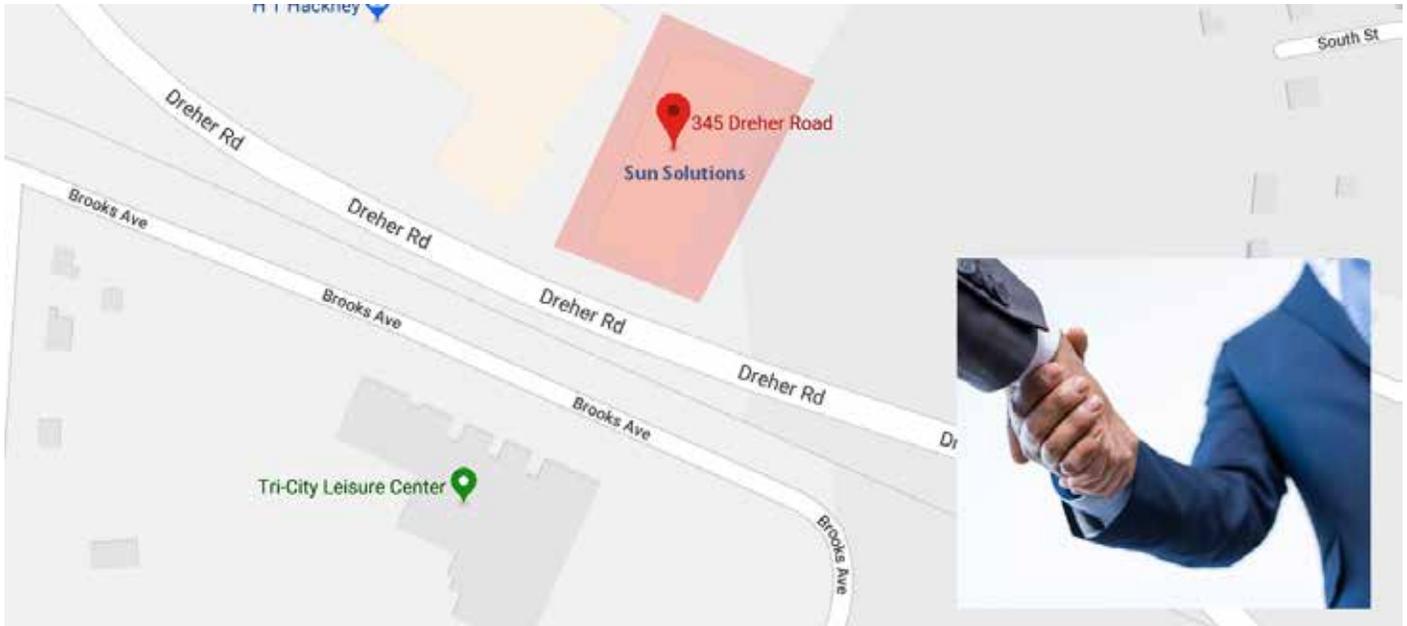
## Do You Know What Your Customer Needs?

Your customer has a job to do that your product or service can help make easier. Knowing what that is for each customer type is important. It allows you to market effectively, and create a top-rated customer experience.

Your product meets two needs for your customer: a functional need and an emotional one. The tasks that your product or service allows the customer to "do" is the functional element. Knowing what is most beneficial helps your development team come up with improvements to the product.

How much do you focus on perfecting the emotional proposal of your solution? Focus on your customer's emotional need, and you'll improve your overall customer experience.

# SUN SOLUTIONS NOW OFFERS GEOFENCING



Sun Solutions now offers Geofencing as a Marketing Service! Geofencing can generate ROI for your business by reaching your new and existing customers in a timely manner.

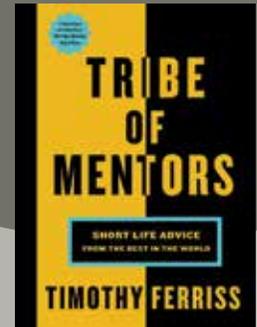
## How does it work?

Geofencing is a location-based marketing tactic that utilizes GPS or RFID technology to create a virtual geographic boundary around a designated area. This enables software to trigger a response when a location-enabled mobile device enters or leaves the specified area. This response can take many forms, anything from serving up a banner ad, pushing out an advertisement via text, sending an email and more. It can also be used to geofence competitors, providing data on which customers are visiting the competition and also serving up advertisements encouraging them to return and give their business to you.

## How is it beneficial?

Utilizing geofencing reaches customers immediately. As soon as they're in range of the desired area they receive targeted marketing. This allows businesses to stay ahead of the competition. It also allows for the gathering of information on customers and is a simple way to determine what demographic your business serves the most. This information can be extrapolated and applied to all marketing techniques to ensure you are allocating your marketing resources to the most profitable targets.

How can we help YOU utilize geofencing?



*Tribe of Mentors: Short Life Advice from the Best in the World*

by Timothy Ferriss

“What would this look like if it were easy?” This is what *New York Times* best-selling author Timothy Ferriss asked himself on his 40th birthday. He was journaling his midlife crisis when this question hit him and changed his focus. He decided that the easy path would be to ask many successful people to answer some of his most pressing questions. Ferriss didn't have to have the answers because other people already did.

More than 100 of Ferriss's mentors replied to his request to answer some or all of 11 posed questions. His collection of questions covers things like their greatest failures, weirdest quirks, and even advice for things to say “no” to that have life-changing consequences.

One criticism of the book is that 100 people answer the same 11 questions, but the varying answers are also a positive thing about the book—our uniqueness is a strength. We all have a “tribe” out there that we can learn from.

# CIO TECH TIP

## RETRIEVING CLOSED TABS

Have you ever accidentally closed the wrong tab in your browser? If you haven't bookmarked the page it can seem extremely daunting to retrieve it. The good news, though, is it is actually not hard at all to get it back!

Use this keyboard shortcut to bring back accidentally closed tabs:

**For PC:** Press Ctrl + Shift + T to reopen the most recently closed tab and get back to what you were doing

**For Mac:** Press Command + Shift + T

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

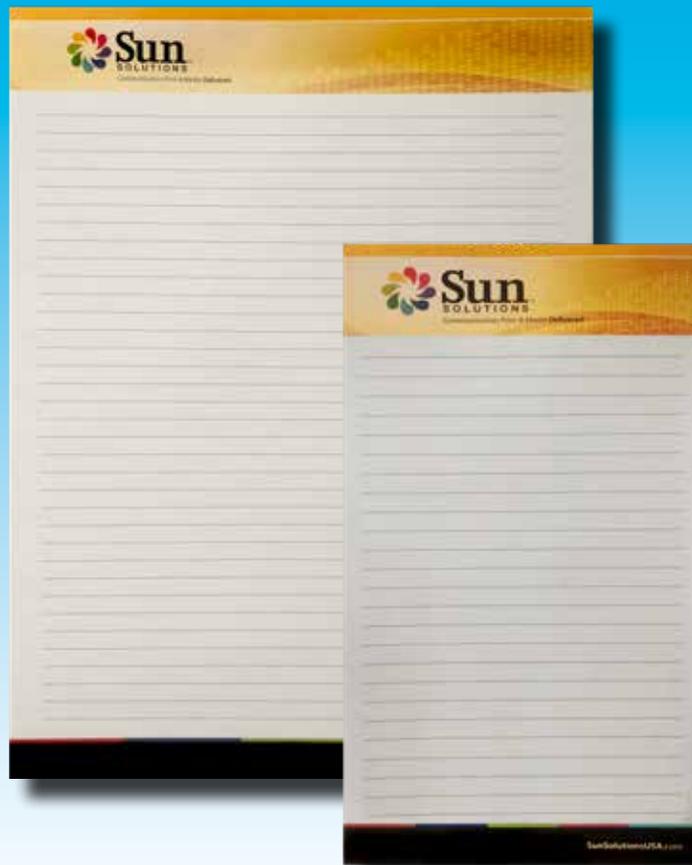


# FEATURED PROMOTIONAL PRODUCT CUSTOM BRANDED NOTEPADS

Get your Sun Solutions notepads today! We offer ours in size 8.5" x 11" and 4.25" x 8.25" but we can create branded notepads for your business in any size you would like!

Custom notepads are a great way to keep your name on your customers' desks! We can help you create stylish and functional notepads that stand out.

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



## SEPTEMBER Birthdays

Freda Green	9/01	Jacob Dubose	9/05	Darren Williams	9/23
Julia Stephens	9/03	Becky Cobb	9/11	Robin Black	9/24
Mike Doberass	9/03	Tom Welsh	9/16	Andy Cook	9/25
Duncan Wise	9/03	Nate Brown	9/17	Shadoe Allmon	9/25
James Eddings	9/03	Nate Lantz	9/19	Chris Morgan	9/28
Wayne Woodyard	9/04	Greg Smith	9/23	Stacey Geiger	9/30

## SEPTEMBER Anniversaries

There are no anniversaries this month.

\*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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