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Under *the* Sun

N E W S L E T T E R



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PRINTING HISTORY: THE LINOTYPE MACHINE

Printing has a rich history and has evolved so much since its inception. One of the most interesting periods of printing history came about with the adoption of the Linotype machine in the late 19th century. You may have heard the term linotype utilized, but the meaning behind it is fascinating and its methods might surprise you.

Invented in the 1880s by Ottmar Megenthaler, the Linotype machine was a "line casting" machine, meaning it was a hot metal typesetting system. It was an improvement from letter-by-letter typesetting because it produced an entire line of metal type at once. This made it extremely popular for small-size body text for newspapers, magazines and other publications.

To create the text, the machine operator types text on a 90-character keyboard. The machine then assembles brass matrices, which are molds for the letter forms, in a line. The line of letters is then cast as one piece. The single line of type produced is referred to as a "slug." The slugs are composed of lead, antimony and tin. Raised letters adorned the top of the slug as a mirror image of the line of type to be printed.

Once the lines of type are arranged into sections of text, they are then locked into a bed press, inked and printed. Sometimes many rounds of proofs were necessary before the publication was signed off for mass printing, a cumbersome process when you're dealing with having to re-cast type if there were any errors!

Linotype was eventually replaced by phototypesetting and offset lithography printing and eventually computer typesetting. Those are methods that prevail today in printing. Though we're thankful for advancements in the industry, it is nice to be able to appreciate the pioneers of putting ink on paper. Thanks to their vision and innovation, the art of printing is still prevalent today and continues to evolve.

BRAND AWARENESS AND GROWING YOUR BUSINESS

With today's marketing becoming more of an experiment-driven industry, a whole new set of challenges awaits marketers. As people spend more time online, assembling the blocks that make up a robust brand awareness foundation is like an uphill climb. It's no wonder that 77 percent of B2B folks are turning to content marketing to brand awareness among prospects.



It All Begins With Brand Awareness

The level of your prospects' brand awareness dictates how you'll go about the rest of your company's bottom line. This includes lead generation efforts to your choice of marketing automation tools.

Put simply, brand awareness is a powerful force that drives your entire brand's narrative. In fact, brand recognition doesn't exist unless you have brand awareness. According to this research on the Effects of Brand Awareness on Choice for a Common-Repeat Purchase Product, the distinction between awareness and recognition is a subtle one, with the former referring to a state of knowledge possessed by the prospect and the latter as a cognitive process resulting from brand awareness.

Crucial for Differentiation

Being successful in promoting brand awareness means you have positioned your brand to be desirably different than the competition. A sticky brand identity courtesy of the contrast effect, one of the cognitive biases that influence conversion, will eventually result in increased lead acquisition and sales.

Stick to the Basics

It's tempting to go straight to less abstract campaigns wherein data can be readily measured such as lead generation. While it might deliver ROI, it is not sustainable in the long run. Mastering brand awareness means sticking to the basics before jumping to more complex campaigns.



"When you innovate, you've got to be prepared for people telling you that you are nuts."
— *Larry Ellison*

"Never give up. Today is hard, tomorrow will be worse, but the day after tomorrow will be sunshine."
— *Jack Ma*

"To swear off making mistakes is very easy. All you have to do is swear off having ideas."
— *Leo Burnett*

"If I had asked people what they wanted, they would have said 'a faster horse!'"
— *Henry Ford*

"If you don't sell, it's not the product that's wrong, it's you."
— *Estée Lauder*

"Repetition makes reputation and reputation makes customers."
— *Florence Nightingale Graham*

"It's important to be willing to make mistakes. The worst thing that can happen is you become memorable."
— *Sara Blakely*

"Don't ever let someone tell you you can't do something. Not even me."
— *Chis Gardner*

"You don't learn to walk by following rules. You learn by doing and by falling over."
— *Sir Richard Branson*



Communication Print & Media **Delivered**

Did You Know?

- » Lack of sleep can cause your brain to eat itself.
- » In Finland, PhD graduates get a top hat and sword with their diploma.
- » Children who were labeled "stubborn" or "defiant" during their middle years are likely to earn higher incomes by the time they become middle-aged adults.
- » Chaser, a border collie, has the best memory of any non-human. She knows and can retrieve 1,022 different toys by name or category.
- » Touch can strengthen the power of persuasion.
- » There are whales alive today that were born before *Moby Dick* was written in 1851. Bowhead whales can live to be over 200 years old.
- » Stephen King sells the rights to some of his short stories for \$1 so that film students can use them to make movies. He calls them his "Dollar Babies."
- » So many people have cut themselves while trying to slice open avocados that hospital employees often refer to the injury as "avocado hand."

FEATURED CUSTOM ENVELOPE

This month's specialty envelope was featured at Print 18 in Chicago! Sun designed, printed and converted these reply envelopes and they were inserted into an outer envelope utilizing our envelope inserter at the show!

This envelope features a perforated reply flap as well as interactive NFC tags. The perforated flap is great for a nonprofit or business to collect someone's personal information and credit card donation before going into the envelope to be mailed back.

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/



CORPORATE IDENTITY

Your business is unique; make your brand, and all its individuality, stand out with every letter or invoice you send. Corporate identity is just as important on your envelopes and letterhead as it is on the pieces you use specifically for marketing. Focus attention on the everyday items like your forms or billing correspondence and make sure each piece speaks your brand clearly.

Take a look around your business and ask yourself if your signage or other branding that is visible to a customer says enough about who you are. From rack cards to nameplates on your office doors, everything should reflect your brand. Don't overlook the little things. It's essential that everything that leaves your business has your corporate identity imprinted on it.



Customer Care

Smells Like Success

There have been many studies about the emotional and physical responses that certain smells evoke in people. How much attention have you spent on the aromas of your office?

In the spaces where your customers interact with your employees or products, studies have shown that smell directly correlates to purchases.

When there is an entire industry centered around formulating the perfect scent for optimizing retail customers' purchasing habits, you know that smell matters. Without hiring a specialist to create your own custom selling scent, here's a short list of what certain smells evoke in the human brain—so they say.

- » Cinnamon – evokes holiday nostalgia and gift giving
- » Lavender – relaxation and comfort
- » Mint – energy and invigoration

ELECTION SEASON AND THE PRINTING INDUSTRY



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Voted

For the past few months, surely you've noticed the barrage of signs decorating the roadsides. Your mailbox has been full of postcards advertising candidates' promises and proclamations. Red, white and blue, stars and stripes, slogans and large names adorn these political beacons indicating the upcoming midterm elections. What does this mean for the printing industry? In short, very busy time of year!

The entire month of October into the early dawn of November are prosperous times for print. Hundreds of thousands of mail pieces, signage and other various campaign materials are making their way through print shops across America on a daily basis. Sun Solutions is no exception. The volume we produce and mail during these times is phenomenally large and means it is all hands on deck to ensure tight deadlines are met and our clients are well-served.

The busy nature of this season is rewarding in several ways. First of all, we get to see our creations everywhere! People from all over are looking at pieces we produced. Second, knowing that we could be a contributing factor to a candidate's victory comes with feelings of

both excitement and also great responsibility. This responsibility and commitment to our clients is what drives us to ensure they are receiving the best quality materials. We know the pieces they are requesting are crucial elements to their campaigns and we want to make sure that they are well-represented.

So, the next time you are driving down the road or opening your mail, know that there is a dedicated team behind those political pieces. There are people working hard to support all candidates aspiring to help lead our great country and make it the best that it can be. We are working away here at Sun and enjoying this crazy, but fun, time of year!

CIO TECH TIP

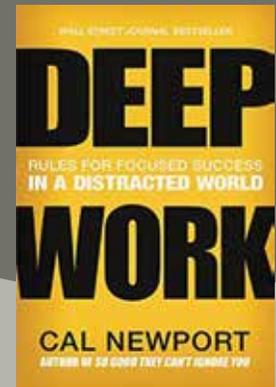
RIGHT-CLICK TO GOOGLE SEARCH

Have you ever been reading something online, seen a term or person you were interested in, and wanted to learn more? You can quickly research it with just a click of your mouse.

To easily search Google for more information, right-click on the term in your browser. The term will then become highlighted and a popup menu will appear. Choose the "Search Google for...(term)" option in the popup menu. Your browser will automatically open a new tab and show you search results on the topic. This feature works with most browsers, including Chrome, Firefox, and Safari, but it does not work yet in Microsoft Edge.



Books in Review



Deep Work: Rules for Focused Success in a Distracted World

by Cal Newport

With four simple rules, Cal Newport shows readers how to become focused on the path to success amid all the loudness of today's world. We are constantly inundated with so much information that it can sometimes be paralyzing or, worse, lead us down unnecessary paths of wasted time and attention. His rules are:

1. Work Deeply
2. Embrace Boredom
3. Quit Social Media
4. Drain the Shallows

If that isn't intriguing as a strategy for success, then this book will certainly surprise you. His key to work/life balance comes in his explanations of the difference between "deep work" and "shallow work," and for those explanations, you have to read the book.

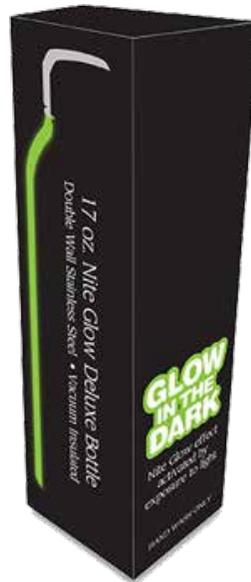
He dives into the rare quality of a "deep work" ethic, and through his telling of what it is and how to achieve it, you will be driven to find that trait in yourself, striving to work better—not harder.

FEATURED PROMOTIONAL PRODUCT NITE GLOW WATER BOTTLE

Our featured promotional item for November is the new Nite Glow Water Bottle!

This bottle is vacuum insulated with double wall stainless steel. It keeps liquids cold for up to 24 hours and warm for up to 12 hours! The glow effect is activated by exposure to light.

If you are interested in creating custom glow-in-the-dark water bottles for your business, give us a call at 803-791-1786.



GIVEAWAY!

WANT TO WIN A SUN SOLUTIONS NITE GLOW BOTTLE?

There is a hidden turkey somewhere in this newsletter. Find the turkey and email its whereabouts to courtney.amick@sunsolutionsusa.com. The first 5 people to find the turkey will receive a FREE water bottle!

NOVEMBER Birthdays

James Bryant	11/04	Chad Todd	11/15
Steve Cato	11/09	Chris Hlnch	11/24
Tiffany Howell	11/10	Robert Reynolds	11/25
Lindsay Jameson	11/10	Chris Cryer	11/28
Cheryl Scott	11/10	Melody Summers	11/29
		Chris Cooper	11/30

NOVEMBER 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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