



February 2019

# Under *the* Sun

N E W S L E T T E R

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# MARKETING ON THE RISE

Marketing is growing as fast as the innovation of products, services, solutions and technology. This makes marketing more important than ever. These products and business models need to be marketed well in order to generate profit and revenue.

“Tell me and I forget. Teach me and I remember. Involve me and I learn.”

— Benjamin Franklin

“When people are financially invested, they want a return. When people are emotionally invested, they want to contribute.”

—Simon Sinek

“Every strike brings me closer to the next home run.”

—Babe Ruth

“Always treat your employees exactly as you want them to treat your best customers.”

—Stephen R. Covey

“Research indicates that workers have three prime needs: interesting work, recognition for doing a good job, and being let in on things that are going on in the company.”

—Zig Ziglar

“When everything seems to be going against you, remember that the airplane takes off against the wind, not with it.”

—Henry Ford

“Opportunity is missed by most people because it is dressed in overalls and looks like work.”

—Thomas Edison

“Continuous improvement is better than delayed perfection.”

—Mark Twain

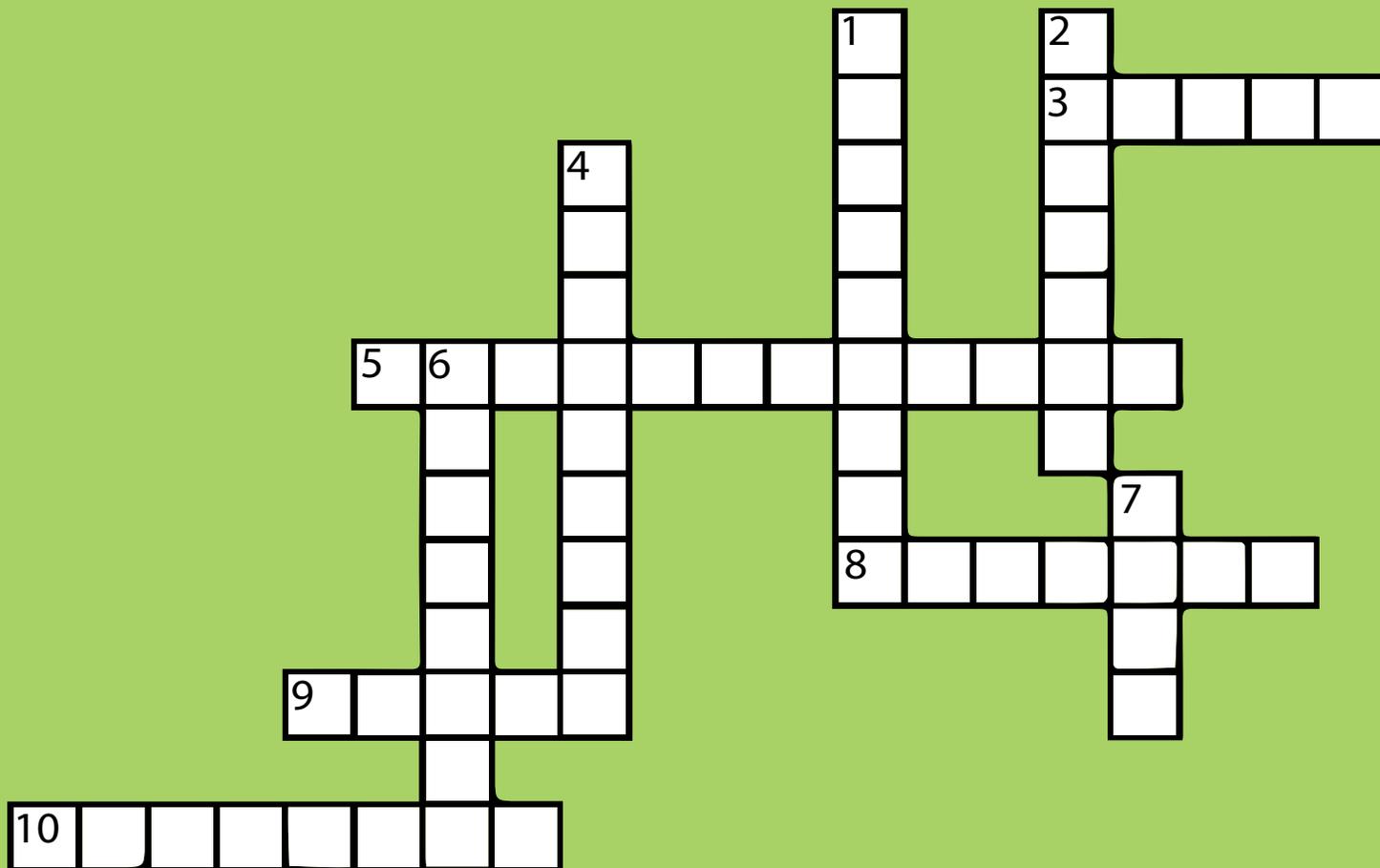


People have been saying “marketing is dead” for almost a decade now. This is due to the growth of artificial intelligence using formulas to best analyze how a product should be advertised to consumers, making marketing less important. However, Innovation and brand new products need marketing. In a recent article by Harvard Business Review, It was said by two business school teachers, Thomas Steenburgh and Micheal Ahearne, “Senior leaders have great confidence in their ability to develop innovations but not in their ability to commercialize them.” With new inventions, its harder to promote to customers since they are unaware exactly what they are buying. This is why the professors suggest a sales team would be good for creating a good marketing aspect for this new product for their ideal customer. Since marketing is placing the right customer to the right product.

But if marketing is so important for today's products, why are businesses looking away from it? This is due to the lack of knowledge of what marketing really is. Most people think it is just advertising but it is much more. The AMA's definition of Marketing is “the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large.” This means that marketing should be looked at as something that comes before the products release instead of after in order to properly create a new market or expand on a new one. As businesses continue to grow with innovation in 2019, marketing must not be overlooked but instead embraced and valued more in order to receive more customers and generate more profit.

Article Sourced from: <https://www.forbes.com>

# DO YOU KNOW YOUR PRINTING VOCABULARY?



## Down

1. A distinctive design created in paper at the time of manufacture that can be easily seen by holding the paper up to a light.
2. The thick rubber mat on a printing press that transfers ink from the plate to paper.
4. Any surface that something is printed on.
6. Light sensitive coating found on printing plates.
7. To fasten sheets or signatures with wire, thread, glue, or by other means.

## Across

3. A magnifying glass used to review a printed image, plate and position film.
5. A quality control device to measure the density of printing ink
8. The process of adjusting the spacing between characters in a proportional font.
9. Occurs when screen angles are wrong causing odd patterns in photographs.
10. The ability to print one ink over the other.

Key  
 1. Watermark  
 2. Blanket  
 3. Loupe  
 4. Substrate  
 5. Densitometer  
 6. Emulsion  
 7. Bind  
 8. Kerning  
 9. Moiré  
 10. Trapping



# FEATURED GRAND FORMAT SOLUTION

## Did You Know?

- » There is an Australian band called the Beards. Every single one of their 38 songs is about beards.
- » "Dreamt" is the only word that ends with "mt."
- » The world's oldest amusement park opened in 1583 in Denmark and still operates to this day.
- » There are coffeehouses in Russia where food and drink are free, but you pay for time.
- » McDonald's serves 75 hamburgers every second.
- » In 2013, Candy Crush made \$850,000 per day!
- » All three founders of Apple worked at Atari before forming Apple.
- » 7-11 sells 10,000 pots of coffee an hour, every hour, every day.
- » It takes food seven seconds to go from the mouth to the stomach via the esophagus.
- » The average human dream lasts only two to three seconds.
- » 85% of the population can curl their tongue into a tube.
- » If everyone in the world took a daily bath, our entire supply of fresh water would be dirty in a single day.

**Sun Solutions' Grand Format team provided Lexington Medical Center with a bus stop that assists in promoting their new marketing campaign.**

The marketing campaign is used to help promote their new baby delivering expansion in the North tower.

The Grand Format team produced the babies on an Aluminum Composite Material digitally printed with UV inks on our Vutek, routed each baby figure with the Zund cutter/router and fabricated custom mounting brackets to withstand the weather and high winds.

The window signage was digitally printed on Oracal 365 1RA vinyl with Matte Laminate on an HP Latex printer.



# CIO TECH NEWS

The CES 2019 show happened for its 41st time in Las Vegas. The largest tech companies gather here to show off their newest and best technology. This has been happening since 1978, however, it is not open to the public. Here are some of the most interesting tech that was showcased.

## Alexa Is Coming For Your Car

Hey Alexa, How long would it take me to get home? Alexa was showcased with multiple cars and seems to be something likely coming to cars in the near future.

## LG's Smart Mirror

LG showed off its new smartmirror, which can recommend clothing for you to wear when you stand in front of it. This is based on your body type using scanners, and based on what you've entered into the system, your fashion sense as well. These clothes can then be purchased afterwards via an ordering system.

## Googles Assistant

Could everyone be multilingual soon? Googles assistant can translate different languages live time with tremendous accuracy, this could potentially be a world changing technology.

## Foldamite

Do you hate folding clothes? A company has invented a machine that they say can fold a whole load of laundry in just five minutes. A late 2019 launch is what the company is hoping for. However, the Foldamite will not be cheap, setting you back around \$980.

Article Sourced from: <https://www.techradar.com>



## Customer Care

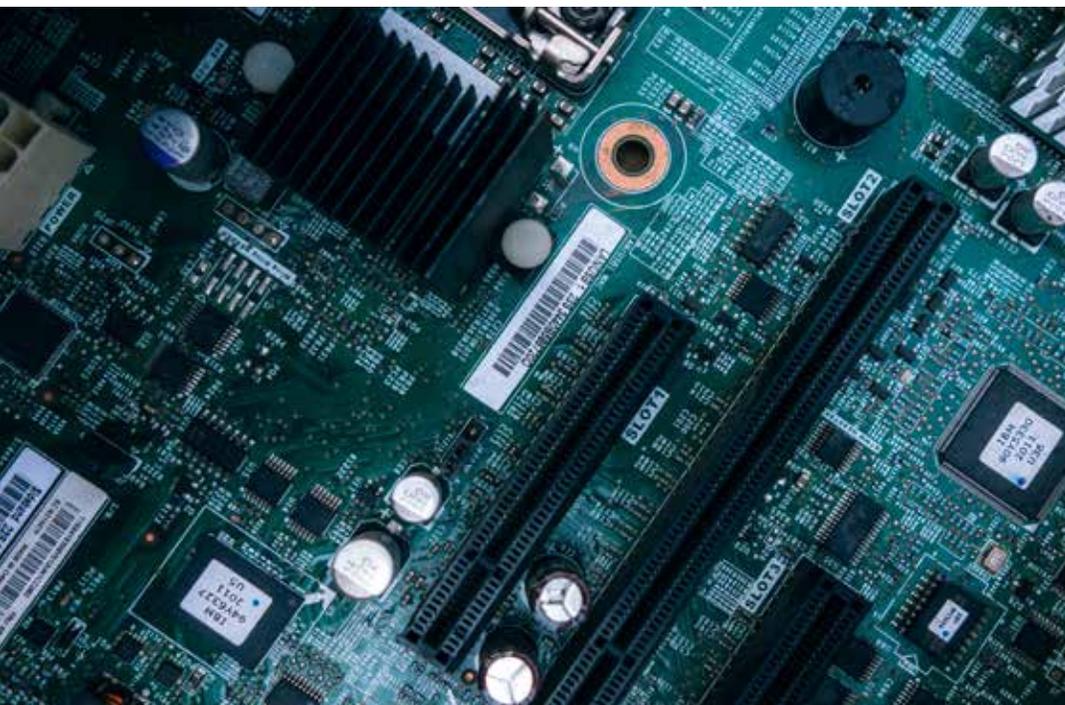
# Uncomplicated Customer Service

A teenager getting ready for his first job interview walked into a Target store to get a clip-on tie, which Target didn't sell.

An employee of the store decided to reach out to another Target employee, Dennis Roberts, for help in serving the teenager. Instead of directing the teen elsewhere, Roberts took the time to teach him how to tie a tie, even going so far as to show him how to field interview questions and shake hands properly.

Inspired by the act of service, another Target customer posted about the encounter online, which then made the story go viral.

This story serves as a simple reminder that customer care doesn't have to be complicated. All it takes is a service-minded attitude and a little extra effort to make a customer's life better.



# PPAI 2019 EXPO

On January 14-16 Sun Solutions had the opportunity to attend the Promotional Products Association International Expo in Las Vegas, Nevada!



The show included over 12,000 distributors from nearly 4,000 companies located in the US and Canada. The PPAI Expo features more than 1,200 exhibiting companies showcasing tens of thousands of promotional products in nearly a million square feet of the Mandalay Bay Convention Center in Las Vegas, the fifth largest convention center in the U.S.

The show gave us the opportunity to network with suppliers from all over and rethink and refresh our product line offerings. It was amazing to see what innovative ideas suppliers have come up with and to view award-winning promotional products. We are so excited to bring our clients a plethora of new ideas to improve their marketing and reach their customer bases.

**Interested in promotional products for your business?**

**Contact your sales representative or visit us at [promos.sunsolutionsusa.com](http://promos.sunsolutionsusa.com)!**



# FEATURED CUSTOM ENVELOPE

Our custom envelope for the month of February is the Lexington County appreciation envelope!

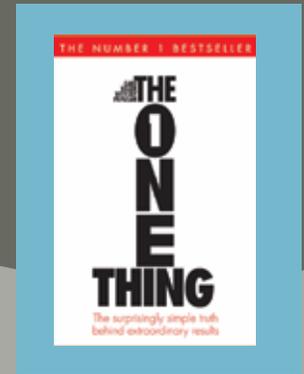
This envelope features full-color images on the front and flap sides that showcase a few highlights from Lexington County, South Carolina. Utilizing an entire envelope's real estate makes it stand out among other direct mail pieces.

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/)



## Books in Review



### *The ONE Thing: The Surprisingly Simple Truth Behind Extraordinary Results*

by Gary Keller with Jay Papasan

Keller's approach has you focusing on just one thing. Here are eight key takeaways from his book:

1. Extraordinary results are determined by how narrow you make your focus.
2. High achievers work from a tremendously clear sense of priority. There's no "to-do list," only success lists.
3. The majority of what you want in life will come from the minority of what you do.
4. Success is a sprint fueled by discipline just long enough for a habit to kick in and take over. Habits are a marathon.
5. It takes an average of 66 days to acquire a new habit.
6. Our purpose sets our priority and our priority determines the productivity our actions produce.
7. Who we are and where we want to go determines what we do and what we accomplish.
8. Time is the currency of achievement.

# FEATURED PROMOTIONAL PRODUCT

**Our featured promotional product for the month of February is the twist-lid candy jar as featured at the PPAI 2019 Expo**

These feature a full-color imprint on the lid which twists to dispense candy, snacks or any item you choose to place inside. They come in 27 and 36 oz sizes and the lid has a gel-skin coating for a sleek, polished look. There is no set-up charge for a full-color imprint!

For more information on ordering and how to create your own custom candy jar, give us a call at 803-791-1786



## FEBRUARY Birthdays

Tina McFalls	2/17	Sherry Senn	2/26
Bobby Wilkerson	2/21	Darrell Eskew	2/28

## FEBRUARY Anniversaries

There are no work anniversaries for 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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