

May 2019



# Under *the* Sun

N E W S L E T T E R

## INSIDE THIS ISSUE:

### **PAGE 2**

Did You Know We Offer Fulfillment Services?

### **PAGE 3**

Featured Custom Envelope

### **PAGE 4**

Branding vs. Marketing, Finding the Difference

### **PAGE 5**

CIO Tech Tip

### **PAGE 6**

Featured Grand Format Solution

### **PAGE 7**

What Makes for a Good Team?

### **PAGE 8**

Featured Promotional Product



# DID YOU KNOW WE OFFER FULFILLMENT SERVICES?

Sun Solutions provides a variety of fulfillment services to meet your needs, whether you need our team to fulfill a single print job to multiple locations or to manage and fulfill your entire inventory of print collateral, sales kits, and promotional items.

"We have to do the best we are capable of. This is our sacred human responsibility."  
— *Albert Einstein*

"A goal should scare you a little and excite you a lot."  
— *Joe Vitale*

"If you are not willing to risk the unusual, you will have to settle for the ordinary."  
— *Jim Rohn*

"Learn to say 'no' to the good so you can say 'yes' to the best."  
— *John C. Maxwell*

"There is nothing noble in being superior to your fellow man; true nobility is being superior to your former self."  
— *Ernest Hemingway*

"Genius might be the ability to say a profound thing in a simple way."  
— *Charles Bukowski*

"The first to apologize is the bravest. The first to forgive is the strongest. The first to forget is the happiest."  
— *Anonymous*

"Little by little, one travels far."  
— *J. R. R. Tolkien*

"The only way to do great work is to love what you do. If you haven't found it yet, keep looking. Don't settle. As with all matters of the heart, you'll know when you find it."  
— *Steve Jobs*



Save floor space in your office and your time by letting Sun Solutions fulfill your print collateral, sales kits, promotional merchandise, documents, and so much more. Let our team take care of all the details and get your shipments delivered on time.



Sun Solutions offers custom-branded online storefronts to give you the power to order online, view inventory levels, view and approve orders, download electronic collateral, and manage user access. Our clients can use their storefront for internal ordering only or as online ecommerce sites accessible by the general public.

# FEATURED CUSTOM ENVELOPE

This month's featured custom envelope showcases our unique foil-patching capabilities. Envelopes are die-cut and foil patched in line to create eye-catching, custom designs. Our large foil "E" envelope is a true showstopper!

Interested in how you can utilize shape-cut envelopes to enhance your direct mail campaigns? Contact your sales representative, give us a call at 803.791.1786 or visit us online at [SunSolutionsUSA.com/envelopeconverting/](http://SunSolutionsUSA.com/envelopeconverting/)





## Did You Know?

- » There was once a lawsuit to prove that Pringles weren't really potato chips.
- » When ripe, cranberries will bounce like rubber balls.
- » An average ear of corn usually has 16 rows.
- » Green peas are one of the most popular pizza toppings in Brazil.
- » Chocolate was once used as currency.
- » The red food-coloring carmine (used in Skittles and other candies) is made from boiled cochineal bugs.
- » Coconut water can be used as blood plasma.
- » McDonald's sells 75 hamburgers every second of every day.
- » No matter what color Fruit Loop you eat, they all taste the same.
- » Eating bananas can help fight depression.
- » Chuck E. Cheese pizza restaurants were created by the inventor of the Atari video-game system, Nolan Bushnell.
- » The twists in pretzels are meant to look like arms crossed in prayer.

# BRANDING VS. MARKETING, FINDING THE DIFFERENCE

### What Is Branding?

In a nutshell, branding is who you are—and marketing is how you build awareness. Branding is your strategy, while marketing encompasses your tactical goals. In order to determine who your brand is, you need to ask yourself several questions:

- What are your core principles and values?
- What inspired you to build your business?
- Why do you want to offer your products or services to your target audience?
- What makes you unique?
- What is your internal company culture?
- What is your professional sense of style?
- How do you want people to feel when they think of your business?
- How do you want customers to describe you?

Your branding will cultivate what your consumers can expect of you, and what they will experience when they utilize your products or services. By clearly defining who you are, your branding can then be utilized to precede and underlie your marketing efforts—both today and for years to come.

### What Is Marketing?

Marketing refers to the tools you utilize to deliver the message of your brand. Marketing will continually change and evolve. Marketing will be directly and specifically geared towards sectors of your target audience, all while supporting the core values of your brand. It will be performed by a variety of online and offline methods:

- SEO
- Social Media & Content Marketing
- Pay Per Click & Mobile Marketing
- Television & Radio
- Print Campaigns

However, there are many other methods of both online and offline marketing for you to consider working with your marketing campaign.

### Which Comes First—Marketing Or Branding?

Branding is at the core of your marketing strategy, so branding must come first. Even if you are a startup, it is essential to clearly define who you are as a brand—before you begin to devise your specific marketing methods, tools, strategies, and tactics. Your brand is what will keep your clients coming back for more, it is the foundation upon which you will build consumer loyalty.

While marketing methods will evolve, and respond to current industry and cultural trends—branding remains the same. Even if you make adjustments to your brand, they will typically be in response to your growth or expanded services offered. When speaking of branding vs. marketing, branding is who you are—while marketing is how you attract consumer attention. Also, think of branding as the way you keep current clients and marketing as how you attract new clients.

### The Importance Of Understanding Branding vs. Marketing

Your branding is what generates a timeless connection. Even if your current marketing efforts are designed to engage, it is the ongoing branding that keeps customers coming back. Competition is fierce, and the fact of the matter is that there are companies who offer comparable products and services—or even the exact same products and services that you offer. It is your branding that builds loyalty and trust. It is your branding that makes you unique.

Article sourced from [outbrain.com](http://outbrain.com)



# CIO TECH TIP

## 6 WAYS TO PREVENT YOUR PHONE FROM OVERHEATING

### Avoid direct contact with sunlight

It is recommended that you keep your phone in a bag when using it in warm weather. Plastic backed phones are more prone to overheating. Also, the sun can affect your touchscreen as well.

### Avoid charging the device while its on a sofa or bed

A smartphone will emit heat when charging, avoid placing it on beds and sofas where the heat doesn't dissipate compared to a harder surface.

### Remove the back case cover

Removing this will reduce the heat build up and allow the device to cool.

### Don't charge your phone overnight

This can heat up the device as well as impacting your battery in the long-run.

### Remove apps that exhaust processing power

Many apps will run in the background of your phone using up power, removing these will help your phone from overheating.

### Do not use third-party chargers

If possible, avoid using third-party chargers. This can impact your battery and possibly overheat your device.



*"We'd like a table near a waiter."*

## Customer Care

## Service Is Spelled F-A-S-T

In today's fast-paced world, excellent customer service is equated to speed.

How can you boost the service you offer? Make it speedy and easy.

Amazon is an excellent example of how success can come from merely focusing on two things: the speed and ease of doing business. Amazon's Jeff Bezos says it like this: "If you want to do more of something, make the friction less. If you want to do less of something, make the friction more."

Amazon worked to lessen the friction of ordering by offering Prime members benefits like free two-day delivery and instant video.

Where is friction causing slowdowns in your customer service, and what might help you rev up your speed?

# FEATURED GRAND FORMAT SOLUTION

Our featured Grand Format solution for May is our fleet graphic installation for Mac Paper. Our team wrapped their 48-foot trailer down both sides and on the back panel. It is literally covered from end to end and the large graphics make quite a visual impact.

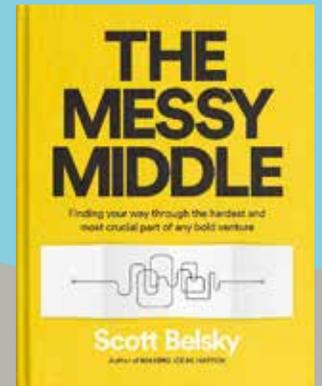
Interested in how we can help brand your fleet vehicles? Give us a call at 803.791.1786 or visit us online at [www.SunSolutionsUSA.com/grandformat/](http://www.SunSolutionsUSA.com/grandformat/)



# WHAT MAKES FOR A GOOD TEAM?



Books in Review



## *The Messy Middle: Finding Your Way through the Hardest and Most Crucial Part of Any Bold Venture*

by Scott Belsky

Business has been described as an art that is often informed by science. Scott Belsky explores this idea in his new book, *The Messy Middle*.

Belsky is Adobe's Chief Product Officer and the Executive Vice President of Creative Cloud. He also founded Behance back in 2012 and is no stranger to the struggles and victories that come with being a true entrepreneur.

In *The Messy Middle*, Belsky explores the turbulence that happens between the launch of that great idea and the finish line. With honest advice and an appreciated vulnerability, Belsky isn't afraid to tell it like it is—in other words, launching a new idea isn't all sunshine and roses.

As Belsky explains, "No extraordinary journey is linear. In reality, the middle is extraordinarily volatile—a continuous sequence of ups and downs, flush with uncertainty and struggle."



## How can you ensure great teams in your business?

### 1. Invite New Perspectives

Highly successful teams are those that are not limited to single viewpoints from the members. Instead, they're built around welcoming different perspectives. If you want a great team, let go of your pride and work to break free of cliques made up of all like-minded individuals.

### 2. Respect Diverse Styles

Everyone learns, understands, and communicates in different ways. To create an influential and successful team, be sure to take into consideration the communication styles of the other members on the team. Some members may prefer email, while others want instant

messaging, Slack, or phone calls. The same is true with other aspects of your team members. Are they task-oriented or people-oriented? Are they fact-finders or impulsive? Take the time to better understand each member's quirks and your team will be better for it.

### 3. Set Clear Expectations

Communicating a team's purpose clearly needs to be at the top of your list. Implement key goals and give the team members measurables with which to track their progress. If they're not meeting the expectations of the leader or other team members, you can then go back and revisit them.

# FEATURED PROMOTIONAL PRODUCT

Our featured promotional product for the month of May are custom-branded adhesive notepads!

These are generously sized at 4" x 3", come in pads of 25 sheets and they are on sale through June 30th!

Interested in how we can provide branded merchandise to promote YOUR business?

Contact your sales rep, give us a call at 803.791.1786 or visit us online at [www.SunSolutionsUSA.com](http://www.SunSolutionsUSA.com)



Actual size!

*May Birthdays*

Robert Clay	05/06	Karen Jarvis	05/20
Gage Mizzell	05/09	Keisha Crain	05/23
Linda Scott	05/15	Dylan Fouste	05/27
Roger Woods	05/19		

*May 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**



## Under The Sun Newsletter

Sun Solutions  
345 Dreher Road  
West Columbia, SC 29169

Phone  
803.791.1786 Local  
800.523.7058 Toll Free

E-mail  
Letters to the Editor  
[Jacob.Cook@SunSolutionsUSA.com](mailto:Jacob.Cook@SunSolutionsUSA.com)  
Customer Service  
[info@SunSolutionsUSA.com](mailto:info@SunSolutionsUSA.com)

Fax  
803.794.9487

Web  
[www.SunSolutionsUSA.com](http://www.SunSolutionsUSA.com)