



> KWIK QUALITY PRESS <

PRINTER'S PRESS

OCTOBER, 2019 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

Grab Attention with Signs and Banners

As a small-business owner, you need ways to grab attention and look your best, and business signage is your foremost advertising tool.

Mark, a sandwich-shop franchisee in the United Kingdom, was looking to generate spontaneous sales through the use of exterior advertising. Mark and his local printer collaborated on three feather-flag sets, featuring "Real Deal" six-inch sub specials with mouth-watering photos, bright colors, and sharp business branding. Mark rotated the promotions monthly and changed the flags accordingly, which boosted foot traffic and elevated promotional sales by around 10 percent!

Have you considered feather flags as an option for your business? Feather or teardrop flags are especially useful when you have limited space or want to enhance your visibility. The average storefront sign is seen 50-60 times per month by anyone living within five miles of your location. This could be responsible for as much as 85% of your monthly walk-in sales! Aside from exterior advertising,

feather banners can be used at events, community festivals, or to brighten up your showroom and window exhibits.

Beyond feather flags, signs of any kind can directly boost your revenue. Studies show that pole banners can add up to 15.6% to your bottom line, and larger storefront signage may increase sales by up to 7.7%. For high-traffic areas, custom-printed vinyl banners are an excellent investment with a high-impact return. Vinyl banners are great for large exteriors, point-of-sale kiosks, welcome centers, or photo-ad features. Try retractable banners for pop-up promotions, seasonal window banners, or exterior signposts. Or use ceiling banners to energize the atmosphere in your business.

Our design pros are happy to talk options and to share real-life products that have worked for others. Find the right banner display elements and give your business a killer first impression! ✓



Show Your Appreciation with Heartfelt Cards and Notes.

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Ben's FRIENDS
Quotes to Live By

"No one has ever become poor by giving."

— ANNE FRANK

"Don't raise your voice. Improve your argument."

— DESMOND TUTU

"Nothing will work unless you do."

— MAYA ANGELOU

Washington's Orcas Island

Not far from Seattle, Washington, in the beautiful San Juan Islands of Puget Sound, sits a "gem of the Northwest," otherwise known as Orcas Island.

Amidst the soul-stirring scenery of Orcas Island lies a magnificent historic mansion that has been turned into a resort called Rosario.

Rosario was built at the turn of the century by Robert Moran, a shipbuilding millionaire and two-time mayor of Seattle.

Moran spared no expense and designed the house's lower level with Italian mosaic tile, a swimming pool, a billiard table, and a bowling alley. The third floor's famous music room had a Tiffany chandelier, beautiful stained-glass windows, a pipe organ, and a giant mahogany door.

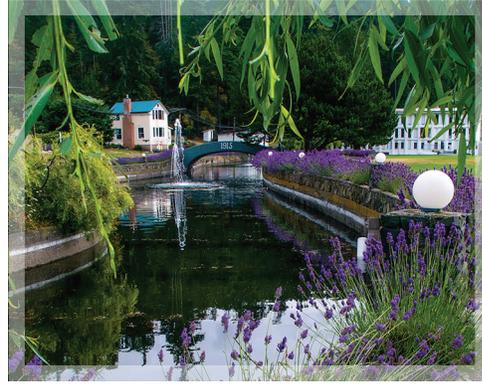
Today, the mansion has three exquisite restaurants and 127 guest rooms and suites that offer fireplaces, sunken

Jacuzzis, and private balconies. The mansion is just one of nine buildings spread out over several acres on the evergreen-covered hillside overlooking

the pristine and beautiful Cascade Bay. Other amenities include a conference center, a full-service marina, and a private spa with three swimming pools, a workout room, and a variety of spa services. Guests

enjoy activities such as hiking, cycling, kayaking, snorkeling, scuba diving, and whale watching.

Rosario Resort is a destination sure to be cherished and remembered by all who visit. To plan your trip to Orcas Island, visit www.visitsanjuans.com/about-the-islands/orcas-island. ✓

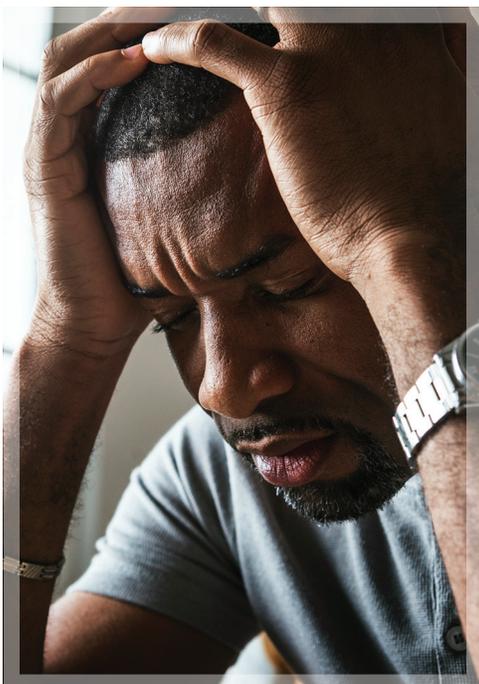


Doug Suereth & Scott Gass

Do you remember the last time you received a handwritten thank-you card? Because people rarely take the time or extra effort to write one, a handwritten note is one of the most sincere and memorable ways to express your gratitude and build relationships. One of the easiest ways to show customers how much you appreciate them is through simple thank-you cards, handwritten notes, and postcards. While making an effort to thank your customers may take a little extra time, it leaves a lasting impression that builds rapport and gives you a competitive edge for potential future business.

Migraine Triggers to Avoid

- » Avoid drastic caffeine changes, such as giving up coffee or consuming more soft drinks than usual.
- » Be mindful of your alcohol intake as alcoholic beverages, especially red wine, are known culprits for many migraine sufferers.
- » The chemical tyramine (found in foods such as yogurt or sour cream) is known to constrict the arteries, which is the first step in the migraine process. Try avoiding or limiting these foods.
- » Poor posture is another, sometimes hidden, trigger. Sitting at your office desk on cheap chairs with poor lighting can be hard on the neck, shoulders, and back, easily causing headaches.
- » Lifestyle practices, such as a change in sleep habits, stress, and eating patterns, can easily trigger a migraine. Fasting for long periods lowers your blood sugar and also may make you vulnerable to an attack. ✓



Don't Forget to Say Thank You!

One of the easiest ways to build customer loyalty is to tell your customer how much you appreciate their patronage! Here are a few ways to help express your thanks and appreciation:

- » Acknowledge significant milestones by sending a card celebrating the anniversary of long-term business relationships.
- » Send a handwritten thank-you note to new accounts or customers who make considerable purchases. Even a few short sentences can make a positive impact.
- » Include a thank-you letter with your next invoice mailing that expresses your heartfelt thanks for their ongoing business.
- » Reward loyal customers with a free upgrade, surprise gift, coupon, or extra bonus item with their purchase.
- » Mail coupons to your customers and thank them for their business. It's a great way to boost sales for the month and increase front-of-mind awareness.
- » When someone purchases from you by recommendation from someone else, send the referring customer a nice thank-you note with a small gift or coupon.

We'd like to thank you for considering us for your printing needs. We are truly grateful for customers like you who give us the opportunity to do what we love every day!



Remembering Bailey

When a beloved pet passes away, it's never easy. Joseph Inabnet knows this heartbreak all too well when he recently lost his dog, Bailey. Inabnet later went to return the dog's \$70 unopened bag of dog food to the pet store, Chewy, and was surprised at the empathetic and above-and-beyond response the company offered. Not only did Chewy tell Inabnet to donate the dog food, they also offered him a full refund. But it doesn't stop there. Chewy went on to have an oil painting created of the dog and sent it as a gift, along with a sympathy card, to Inabnet. ✓



TRIVIA

1. Which U.S. president was the only one to wear a size 14 shoe?
2. What is the most common sports injury?
3. What is the most popular soup in America?
4. Stephen King wrote five books under what pseudonym?

1) Abraham Lincoln 2) Sprained ankle 3) Chicken noodle 4) Richard Bachman

Gutenberg's Army®



TOP Ten Most Valuable Brands 2019

1. Apple Inc.	\$182.8 bln.
2. Google	\$132.1 bln.
3. Microsoft	\$104.9 bln.
4. Facebook	\$94.8 bln.
5. Amazon	\$70.9 bln.
6. Coca-Cola	\$57.3 bln.
7. Samsung	\$47.6 bln.
8. Disney	\$47.5 bln.
9. Toyota	\$44.7 bln.
10. McDonald's	\$41.6 bln.

Source: fxssi.com





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CAN YOU GUESS THE YEAR?



- » French scientist Dr. Luc Montagnier discovers HIV.
- » The final episode of *M*A*S*H* airs.
- » Sally Ride becomes the first American woman in space.
- » Australia wins the America's Cup for the first time in 132 years.
- » The world's most popular word-processing program, Microsoft Word, is launched.
- » The video game Mario Bros. is released as a Nintendo arcade game.
- » The popular children's show *Fraggle Rock* debuts on HBO.

- » Richard Noble sets a new land speed record of 633.468 mph.
- » Seatbelt use for drivers and front-seat passengers becomes mandatory in the United Kingdom.
- » The first mobile phones are introduced to the public by the Motorola Company.
- » Margaret Thatcher wins landslide victory in general elections in the UK.

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