



ThinkPrint!

Something New to Crow About? Print it!



Business achievements and changes give you a reason to be in touch – and to build goodwill.

Printed business announcements and invitations carry associations that go well beyond the capacity of PR and advertising. Rather like the combination of handwriting and stationery that makes a letter communicate so much more powerfully than an email, a well printed, elegantly presented announcement brings a greater sense of value and importance to the recipient than its low cost would suggest.

An entry in the personnel or company news column of local business publications is certainly a good idea – you can be sure at least some people will see it, and any free or low cost exposure is worth pursuing.

However, print can help you reach people more selectively, win more attention, and be more effective in turning company news into results.

The Medium is the Message

Match the resources you allocate for an announcement to the goal of the communication. An important event, like moving to a new location, justifies considerable design and printing expense – everyone you deal with needs to know, and the event itself may create new business opportunities. On the other hand, new promotions or hires may be relevant only to certain customers, or might require an economical approach because of their frequency.

Creative Thinking for Maximum Impact

A group of health care consultants announces each new addition to its staff with a mailing to its house list of friends and prospects. They started with a template approach, which can be easily revised with a new photograph and bio. They make sure to emphasize how the new associate's strengths expand the company's

services to its clients. The job prints in two colors on a distinctive stock, and on average the two or three mailings a year result in more than enough new engagements to justify them.

However, the company needed to stand out even more when they moved into larger offices. They took the navigational theme at the core of their corporate identity and built on it to communicate the change of location. Their designer obtained satellite photographs of the region, adding grid references and cartographic elements. The job used the usual inks and stock, but was transformed by the addition of a miniature compass, glued onto each piece. The handwork and extra effort needed to meet postal requirements were amply rewarded – the announcement attracted a great deal of attention, engaged recipients and generated significant goodwill with a very enthusiastic response.

Continued inside

VIVID COLOR.

When you want to make your mark in print, call us.



Pentzer Printing, Inc.

812-372-2896
800-570-2896

Customer Spotlight

Pentzer Helps Marketing Efforts of High-Flying Local Company

We are always fascinated by the broad range of products and services our customers offer. One such customer provides plywood veneer to celebrity homes, upscale stores, and corporate aircraft all over the world. Are you looking for English Sycamore paneling? What about Bubinga African hardwood cabinetry? No problem.

Indiana Architectural Plywood products can be found in the personal jet of the emir of Qatar, the offices of the CEO of Ford Motor Company, Lord & Taylor department stores, and the homes of some of America's wealthiest people.

And when Trafalgar-based Indiana Architectural Plywood wanted an attractive marketing piece that



reflected their quality products, they chose Pentzer Printing.

In addition, since taking over the office forms printing, Pentzer Printing has saved Indiana Architectural Plywood nearly 50% on its forms and envelopes printing cost.

appearance of these cards is well suited to formal announcements and invitations.

Simplicity and Versatility

For more casual communication, or for consistency with a more contemporary image, consider using the humble postcard as a starting point. Its economy and simplicity are hard to beat, and you can embellish it to suit your needs and budget.

A compelling graphic idea, like the consultancy's compass theme, an unusual stock or multiple pages with creative folds can all help to attract more attention and get your message across effectively.

Rely On Our Expertise

We are always happy to share our experience and resources to help you plan your print projects. Whether you would like to find inspiration for a special announcement, or just need to review swatch books to choose an appropriate grade of paper, our friendly team of printing professionals is here to help.

Call us for your next print project and we will do everything we can to help you get the best results your printing budget can buy.

PocketSalesPro



Put Your Sales Goals in Writing – and Read Them

New Year's resolutions are made with good intentions, but are often forgotten quickly in the routine of daily life.

Don't let this happen to your sales goals. Take the time to set them down in writing, as though they were resolutions for the next part of your life. The process of identifying and articulating goals has been said to triple our commitment to them, and so to triple the likelihood of achieving them. Make a point to read your goals regularly, and if necessary rewrite them, to keep them active and maintain your focus on them.

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Continued from front page

Stock Solutions for Everyday Situations

Another approach to announcements relies on standard format announcement and envelope sets available through Pentzer Printing. Paper companies prepare cards of various traditional sizes, all with matching envelopes, in a wide variety of beautiful paper choices. The cards are manufactured with a debossed front panel which frames the message, adding a level of distinction above and beyond the modest cost.

Different sizes are available, each with a traditional name that echoes its distant origins. They range from the Gladstone (3³/₈" x 5³/₈" card) through the Baronials to the 137 (5¹/₄" x 8¹/₄" card). The traditional

The (Un)varnished Truth

Q. *What do I need to know about varnish to use it successfully?*

A. Varnish is the least expensive option among the popular protective coating techniques. Aqueous and UV coating are the others, both of which provide a thicker film, with deeper gloss, but are less versatile.

Varnish is similar to an ink without pigment, but dries to leave a film that resists abrasion and soiling. A varnished job will hold up much better to repeated handling, and so is advisable for projects expected to have a long shelf-life.

Inline or Offline

Because varnish is a specialized ink, it is delivered from a regular ink unit and can be printed on the same pass through the press as the other inks.

This is varnishing inline. Varnish applied in a separate finishing operation is known as an offline varnish.

Flood or Spot

A flood varnish is an application of an even film of varnish over the entire sheet, usually added offline so that a heavier coat can be laid down.

Spot varnish is applied to selected areas of the sheet, requiring a separate digital file/printing plate depending on the equipment being used.

Creative Possibilities

In addition to its protective function, varnish can be specified a number of ways to provide different visual effects. It can be used to give a gloss, satin or dull finish, and the contrast between a combination of varnishes can add emphasis and depth.

Gloss varnish adds an extra reflective sheen, which can enrich printed images. It generally intensifies darker colors, so you may need to adjust separations for a job with critical color.

Dull varnish eliminates glare and has a velvet-like feel. It is useful for improving readability and when a slick appearance is not the aim; it desaturates colors slightly.

Satin varnish is a compromise between the two, which gives a pleasing, subtle finish to a printed piece.

Tinted varnish is obtained by mixing in a little ink for an unusual, translucent design element.

Varnish can also be mixed directly with other inks, gaining some of the benefit without extra expense.

Varnish performs best on coated papers with good holdout, where it will not be absorbed into the stock.

A final consideration is that varnishes tend to yellow over time. If your printed piece will be in use for a long time, you may wish to specify a non-yellowing formulation.



Even better than you imagined it...

Not only do we transform your ideas into beautifully printed communications that get results – we also deliver reliable, friendly service.

Whether you need a simple flyer or a complete system of sales literature, a business card or an annual report, you can be sure it will be ready when you expect it and will be crafted to the highest standards.

For your next project, call the printer that specializes in happy customers:

Pentzer Printing, Inc.
812-372-2896
800-570-2896

PrintHint!

Organizing Files for Output

In the rush to design a job, prepare it for output and get it ready to hand off, it can be easy to overlook the value of clear organization.

Set the components of your project up in folders from the outset. A project folder can contain the layout file and folders for each type of support file – vector, bitmap, fonts etcetera. Use short but descriptive names, and include the file type extensions in the names.

Not only will this make the work easier and more accurate for the printer, but it will be much easier to keep track of project details during design, and avoids a last minute scramble to assemble the job.

Pentzer Printing, Inc.

P.O. Box 981
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PrintHints™

IDEAS AND INSPIRATION FOR
PEOPLE WHO BUY PRINTING,
BROUGHT TO YOU BY:

Pentzer Printing, Inc.
Since 1902



**Inside: Tips, techniques and friendly advice
to help you get great results with printing.**

We Aim To Please.

The expertise of our staff, our state-of-the-art equipment, and the systems we have in place are all dedicated to one goal – to deliver printing that you will be proud of. When you print with us, you're right on target.

Pentzer Printing, Inc.

**812-372-2896
800-570-2896**

P.O. Box 981
Columbus, IN 47202
Fax: 812-372-2901
www.pentzerprinting.com
sales@pentzerprinting.com