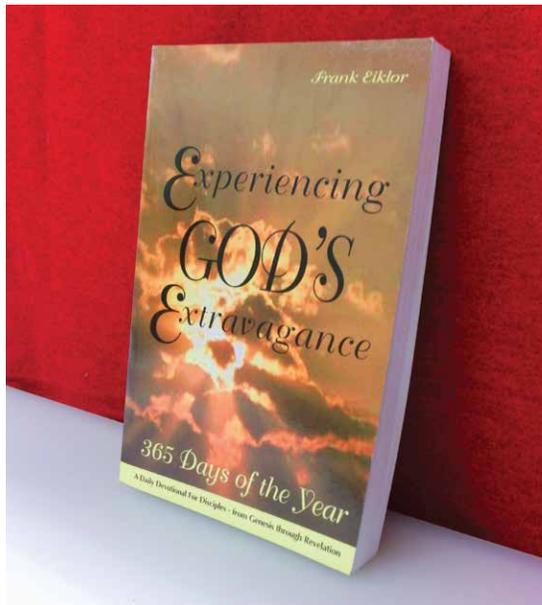




February 2017

CHECKING THE BOOKS

Today I was looking at our company's instagram feed and found it filled with many of our recent clothing projects. Frankly, I was impressed at the variety and amount of clothing prints we have been doing recently and was surprised to find how quickly they had become second nature, but then something hit me like a book from across the room. I realized that lately I hadn't been displaying all of what we do; I had zoomed in too much onto the shiniest and newest aspect of our business and neglected to showcase what we have consistently done for decades. After 'checking the books', I came to realize that over the course of a year I had not once posted an image of a book that we had created. (So without further ado, below you will see a sample book we have printed.) And while it is true that we do not print books as often as we get other orders, such as business cards or postcards, it is something that we have done countless times. (continued)



"Lately I hadn't been displaying all of what we do; I had zoomed in too much."

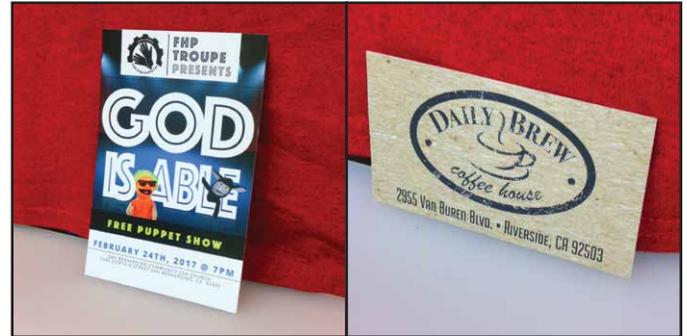
(continued) I then thought about how often this issue occurs in places I have been to as a customer. For example at my last fast food visit, their new featured item occupied a large portion of the menu. It then took me much effort to find the item I wanted in miniature font on the bottom corner of the menu. The take away I have from this experience is that it is easy to forget to showcase a product speciality because it has become common place in your line of work. If I don't show a customer what I do then they have no way of knowing about it and soon enough my product won't be remembered even by me. Taking some time to check the books can reveal that one of your features could be displayed in a more unique light.

PROJECT SPOTLIGHTS



CASTILLO'S CARPET SHACK

DIOCESIS OF SAN BERNARDINO



SAN BERNARDINO SDA CHURCH

DAILY BREW COFFEE HOUSE

HOW TO MAKE VALENTINE'S DAY SPECIAL

-AUSTIN CORDS

Valentine's Day can cause inordinate amounts of stress. It feels like everything has to be perfect and there is this pressure that if you don't do anything the significant other will throttle you. To top it off, going out to any place will be full of crowds and likely add to the drama with traffic and wait times. To provide an answer to these issues I would say think about the significance of the love you have and how that can be properly expressed. My wife's want for this Valentine's day is to share it with our children and others. It is a holiday that has the opportunity to show that love has more depth than an 'I like pizza' type of love, and that a love of family and others should have more sway in our actions.

WE ARE CLOSED FEBRUARY 20TH IN OBSERVANCE OF PRESIDENTS' DAY

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