

# PRINTING PARTNERS

Brought to you by Auburn Printers, Inc.  
and our Printing Partners.

## With Digital Comes New Opportunities!

by Brad Weston



When we bought our Canon 7000 we knew one thing, we would be looking at our entire business in a whole new way. We believed we would get a lot of new customers and we did. We were truly amazed that even in this rough economy, the sheer numbers of new orders that we have produced in the last few months.

Additionally, the Canon 7000 has become a solution for our current printing customers by allowing them to order less and save money. This way they can order a couple months of inventory of their marketing materials instead of once a year. This also allows them to make changes and print again instead of handing out outdated material just because they have them.

What I didn't know was the diversity of support equipment necessary due to the variety of jobs we are printing on the digital press. In the last couple of months we have found our needs have changed and we have purchased several new pieces of bindery equipment to complete certain types of digital jobs.

Our first purchase was the Graphic Whizard Crease Master Plus. Full color digital jobs have always been plagued with cracking on the fold. "Whizard" has solved this problem by putting a perfect bend in the sheet so when it folds, it never cracks.

The next issue was bookbinding. We typically outsourced this process to a Sacramento bindery. In order to serve our customers quickly we felt it necessary to bring bookbinding in-house. In February, we purchased a 400 book per hour Sterling Digibinder that uses an advanced hot glue technology. (You can view a short video of the machine under "what's new" on our website.)



Furthermore, a few weeks ago we added three additional styles of bookbinding: comb, wire and coil. These machines are the finishing touches to provide almost every kind of binding style used today.

When we hear the term "shop local," please remember we "employ local." When our employees are working they are "shopping local" as well.

Auburn Printers is in digital to stay and to stay in a big way! **GIVE US A TRY!**



## PRINTING PARTNER

### Common Sense NWs

by Karel Grulich



**Part1-The Questions:** Is your PC or your network running slow? Do you have to wait a long time until your computer boots up? Does it take a long time for your files to be saved? Do you get an error when you try to open a file or a program? Do you have files that you can't find? These are some of the

questions that most of you will probably answer YES to more often than you'd like.

**Part2-The Reality:** The reality is that most or all of you have these problems. So why do our PC's crash, run slowly, or act very weird sometimes?

**Part3-The Solution:** As with any problem, there is always more than one solution. But there are things that can be done to almost eliminate these symptoms, ease your frustrations, and increase productivity, which in turn puts more money into your pocket. I design networks with common sense approach and the pay off is more than satisfying. **COMMON SENSE and DO MORE WITH LESS is the key to the success here.** None of my clients have had a crash that would cause them to lose productivity or data and my business grew only mouth to mouth because of the word of satisfied customers. Let's look at the approach and some examples in the Information Technology (IT) world.

**They want you to buy more.** Have you noticed that when you buy a new PC it is loaded with all kinds of things and added software like AOL, Norton AntiVirus, MSN, Yahoo and others? While some might be very useful to you, most of these add-ons are not. They are here to create more revenue for the PC manufacturer or their partners.

**Remote Access.** Another example is remote access. Do you remember PC Anywhere? Do you know that build-in Windows functions allow you to do the same without using PC Anywhere?

**Games and players.** Entertainment is great fun but please, NOT ON THE COMPANY'S SYSTEMS. Production systems need to be kept as clean and as operational as possible.

**Instant messaging.** Instant messaging is a big part of our daily work and can be very useful. However, it can expose our systems to security risks if not done properly.

**Part4-Bottom line:** The approach is simple. **Do more with less.** If you already have the features you need installed as a part of your Operating System do not use any other software unless really necessary. 95% of all cases, there is really no need for another application.

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## 4 Strategies You MUST Implement with Direct Mail Updates

by Brooke Higgins

For most businesses, well-executed direct mail campaigns continue to generate new business, retain existing customers and build brand awareness. Old-fashioned direct mail delivered to your customer's and prospect's doors can truly differentiate your product or service offering. More importantly, if it is done well, your direct mail will not be seen as intrusive clutter. Instead, it can genuinely add value and promote your business. So how do you do it well? Here are four strategies that you MUST implement with Direct Mail:

**1) Utilize the Right List.** The most important success factor in direct mail is your list. Make sure the database you use is representative of your target market. It's not about the "quantity" of leads on the list; it's about the "quality" of the leads.

The best place to start is your current and past customer base. These are your advocates for your products or services. If you continue to stay top-of-mind with these people, they will continue to recommend your business. Referrals are the easiest way to build a successful business. Mail past and current customers consistently. You can even offer incentives for referrals.

If you mail to prospects, ensure you hit your target market. Target demographics like income, age, gender, education level, etc. Consult your local print and mail shop or check out [www.srds.com](http://www.srds.com) for more resources on the right list.

**2) Offer Something Irresistible.** Drive response with an offer that people cannot refuse. For example, "Mention this

postcard and get 25% off your next order!" Offer value-add items that convert mail-recipients into paying customers. These types of offers are most successful when tied to a deadline, like "this month only." Deadlines will create a sense of urgency and will motivate responders to follow up.

**3) Track and measure your campaign(s).** Unless you track and measure the response to your campaigns, you will never know if it works. You can track your campaign by measuring responses to your offer. Some simple math can go a long way: count all of the responses to your direct mail piece and divide by the number of mail pieces you sent out to give you a "Response Rate" (responders as a percentage of pieces mailed). 1% is the industry average for direct mail, but the right offer to the right list can generate as much as 10-15% in response. Track a campaign, learn why or why not it was successful, and apply what you learned to the next campaign.

**4) Repeat, repeat, repeat.** You will never generate much business with only one direct mail piece. Sending only one piece to your list is a waste of money. You must repeat, repeat and repeat your campaigns. Repetition of a consistent message will build brand awareness. When planning direct mail, plan for three or more touch points. It's okay to mail the same piece over and over. If you're not mailing the same piece, make sure you use the same logo, branding, image and message in all of your pieces to reinforce a consistent brand and image.

Direct mail continues to be a very effective and efficient way to generate business and it should be a component of your marketing plan. If it is done well, it can truly move your business to the next level.

Brooke Higgins is a Marketing Consultant and Business Coach whose objective is to move your business to the next level. To move your business to the next level, log onto [www.MoveYourBusinessToTheNextLevel.com](http://www.MoveYourBusinessToTheNextLevel.com). You can also email Brooke at [brookewhiggins@yahoo.com](mailto:brookewhiggins@yahoo.com) or call him at 530-305-0064.



## Tech Tips

by Jordan Hickok

### Send me your digital files!!

4 Simple steps to make your digital files print correctly the first time around.

**1. Bleed:** Bleed means the printed image goes past the edge of the sheet. If your product has images that go to the edge of the sheet, your files need to have bleed. We

like to have at least 1/8" bleed on all sides of the final printout. That way during the cutting process your final piece won't have an ugly white line on a random side. If you have a print that is 8.5 x 11 inches (and bleeds) the file that you send us should be 8.75 x 11.25.

**2. Printer Marks:** It is easier for us to add our own crop marks, center marks and color bar to your print. So when sending us files, don't waste your time placing crop marks. We'll do it for you.

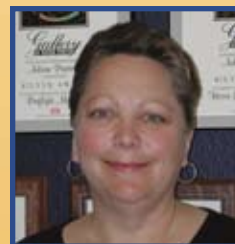
**3. Color:** In order to print your color project we use four colors, Cyan, Magenta, Yellow and Black. When you create your file make sure you are using CMYK and not RGB. If we receive an RGB file from you and try convert it to CMYK, 9 times out of 10 it does NOT come out to what you thought was the right color.

**4. Transparency:** A big problem with digital printing is the fact that some files have many different layers. Things don't always come out right with many layers. The way to make sure your file has only one layer is to use "Transparency Flattener". This can be found in most applications, if you are not familiar with this option check the help section of that application. You can not flatten using Acrobat 5 settings.

*There you have it, follow these easy steps and your product will be printed efficiently and beautifully.*

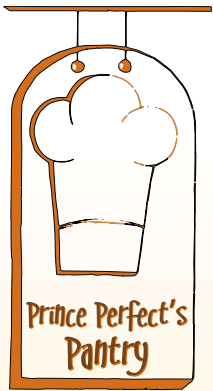
## If all Else Fails... Reinvent Yourself.....

by Merrill Kagan-Weston



In business as in life, we all know that we need to be flexible. The old girl scout motto, "be prepared" didn't work so well for 2008. So now is the time to reinvent yourself, add some life to your business, don't give up!

We can help. We have the tools and the talent to help reinvent your business. Maybe give it a new fresh look by updating your logo, some new collateral pieces for the chamber brochure rack, a direct mail piece to potential customers that you've never reached. If we can't do it, we will gladly refer you to one of the many local graphic designers to get you the visual boost you need in the current market. Then come back to us for the same great printing (and more) services we've offered since 1946. We can also purchase mailing lists, show you testimonials on mail campaigns, introduce you to how data collection can help your particular business, advise you on all the new marketing tools to keep customers coming back and reaching new ones.



## Angel Lush

### Ingredients:

1 (20 ounce) can crushed pineapple in juice, undrained  
 1 pkg. (4 serving size) JELL-O Vanilla Flavor Fat Free Sugar Free Instant Reduced Calorie Pudding & Pie Filling

1 cup thawed COOL WHIP LITE Whipped Topping  
 1 (10 ounce) package round angel food cake  
 10 fresh strawberries

### Directions:

1. Mix pineapple with its juice and the dry pudding mix in medium bowl. Gently stir in whipped topping.
2. Cut cake horizontally into three layers. Place bottom cake layer, cut-side up, on serving plate; top with 1-1/3 cups of the pudding mixture. Cover with middle cake layer and an additional 1 cup of the remaining pudding mixture. Top with remaining cake layer; spread top of dessert with the remaining pudding mixture.
3. Refrigerate at least 1 hour. Top with strawberries just before serving.

## Employee Highlights



*Aaron Christopher,*

Aaron joined the Auburn Printers team in December 2008, and since then many of you have had the chance to meet him when receiving deliveries. A life long musician, he now plays in Gold Country Unlimited along with Jaydon, our mailing coordinator. After years of working in the food industry, Aaron is now happy to have the opportunity to ensure that every customer is satisfied at the end of the printing process. From placing your product wherever you need it to putting a smile on your face before he leaves, Aaron is here to make sure that your final impression of us is a good one every time.



## PRINTING PARTNER

### Synthetic Paper - A product out of the ordinary

*By John Courtie*

When paper reaches its limits (hostile environments, moisture, repeated handling, tearing) it's time to explore synthetic paper. It's a product that is waterproof, tear resistant, and resistant to grease and harsh chemicals that still looks, feels and prints like a high-quality sheet of paper.

Polyart is the brand name of one synthetic paper. Polyart is a tree-free sheet that is made from high-density polyethylene (HDPE), a # 2 recyclable material. The making of Polyart is a very clean process. The mill is located in Charlotte, North Carolina and is an ISO 14001:204 certified facility which means it's an environmentally compliant facility where nothing of a volatile nature enters the atmosphere or waste stream. The manufacture of Polyart uses less electricity than traditional paper making and the water used in the clay coating phase is filtered and reused. All production waste is collected, recycled and used in the production of new material. No chlorines, halogens or brighteners are used. Because Polyart is very durable, the applications for which it is used contribute to source reduction.

Polyart also conforms to the new Consumer Product Safety Improvement Act of 2008 which states that any books intended for children 12 or younger that have some inherent play value, and constitute toys, or have



toy-like features must contain less than 600 parts per million (ppmw) of total lead content. Additionally, Polyart contains no phthalates, another banned item. It is especially good for children's books as it is grease and tear resistant.

Polyart is a great choice for maps whether used for hiking, boating or other applications. Polyart maps fold easily as there is no grain direction in Polyart and a map can be folded and unfolded more than 55,000 times. If the map gets wet it is simply dried off and used again. It is often used for books, atlases and manuals that are used in the outdoors for their durability. Signs used outside will not turn yellow and become brittle like other synthetic products and by using a UV-tolerant ink the sign will last for years.

Some other uses for synthetic paper are menus, cook books, luggage tags, equipment tags, labels, reference, technical, and sports manuals, and posters.

Polyart is matt clay coated like fine paper and is printed using conventional offset printing methods and can be aqueous or UV coated. Polyart can be bound using the stitched, spiral, double loop wire, or perfect binding methods. It can also be embossed and foil-stamped, die-cut and perforated and laminated. Polyart is archival quality and can be Gamma irradiated for medical sterilization, which makes it microbial clean and will not promote bacterial or spore growth.

Editors Note: Other brands of synthetic paper include Yupo, Kimdura, Teslin which are all available from Auburn Printers. Please contact us for more information.



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## OFF THE RECORD

Name the song title and artist  
of the following lyrics and  
WIN an Auburn Printers  
Chocolate Bar!

*They print my message  
In the Saturday sun  
I had to tell them  
I ain't second to none*



Just fax your answer to 530.885.6517. The first five correct  
answers will WIN!

Last Issue's *Off the Record* lyrics were *Shattered (Turn the car around)*  
by O.A.R., and the winners were: Kim Herman, Quality Metal  
Fabrication; Doug Rietz, Art of Marketing; Brent Benham, Placer  
Co Process Service; Callan Greason, California Fire Systems; Brian  
Lowenthal, Point Click Print.



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For more information call 530.885.9674 or e-mail  
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## What are those "green" symbols?

### What is FSC?

Forest Stewardship Council is an international organization which administers a program certifying that the paper used in printed products originates from sustainable legal and verified logging sources.

### What is SFI?

Sustainable Forestry Initiative is a certification body that serves the U.S. and Canada. It is governed by a fully independent board that includes environmentalist and conservation organizations.

### What is SGPP?

Sustainable Green Printing Partnership was formed in the Fall of 2007 by the printing trade groups; FTA, flexo label and package printers, SIGA screen printers, PIA/GATF commercial printers, NHA newspapers. The NAPIM National Association of Printing Ink Manufacturers, and the EMA Envelope Manufacturers Association joined in March of 2008. The three goals of the partnership are: 1.) to use materials made from renewal resources or with low environmental impact and maximize recycling and use of renewable energy. 2.) to encourage changes in the supply chain to insure raw materials don't threaten or harm future generations. 3.) to educate the customer and consumer on "the benefits of a restorative economy".