



ULitho

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U In Print Issue #001

Partners. Expertise. Teamwork. Solutions.

Welcome

Greetings! For those of you whom I've never met I'd like to introduce myself. My name is Blaine Aldrich and I'm one of the owners at University Lithoprinters in Ann Arbor, Michigan. Along with my partner, Rob McPartlin, we'd like to take this time to thank those of you who we've had the privilege to partner with and welcome all prospective partners as well.

We've decided to take on a company newsletter to help us stay in touch with our valued customers and prospective customers as well. We talked about how we should distribute this and came up to the realization that we are printers and "ink on paper" is the best way to show you what we can do. Our goal is to keep this short and sweet. Informative and entertaining. What you have in your hands is our first attempt and we hope you find it worth reading. Please feel free to reach out to me or your account executive if you have feedback you'd like to share.

Please stay happy and healthy and enjoy the day!

Blaine Aldrich
University Lithoprinters, Inc.

TEAMWORK

**"Coming together
is a beginning
Keeping together
is progress
Working together
is success"**

-Henry Ford



“You’ve Got Mail!”

During recent months we've worked with a number of people searching for an effective way to get their message out. Social Media and Email Marketing isn't going away anytime soon. However, there are studies showing that “old school” **Direct Mail marketing** is an effective and efficient way of communicating to your customers or organization members. The following link will give you recent stats on the effectiveness of a Direct Mail campaign. tinyurl.com/4nuz7pbu

“37% of consumers are more excited to receive their mail each day, compared to before the coronavirus pandemic”

Source: Valassis Survey

What’s the Difference?

This section of our newsletter will be titled “What’s The Difference?”. It will be dedicated to educating the reader on a particular topic in the printing world. In this issue, we deal with how you can best create a solid black background in your design. If you have any questions on helping you create something you/we can be proud of or have any suggestions for future issues, please let us know. We’re here to help!

Black ink versus a “rich” Black ink:

When using black ink as a solid background as part of your design, ULitho will typically recommend printing the solid as a four color process “rich” black. The advantages are a denser, richer black that eliminate white “pinholes” that sometimes appear. Our Prep Department can usually convert those areas of one color black ink to CMYK in their processes prior to proofing. Please let your account executive know if you’d like more information on this method of printing.

← This side printed black ink
K=100

→ This side printed rich black
C=40; M=30; Y=30; K=100

A Message from a Team Member

Why ULitho? Good question. We as a company firmly believe it is the relationship we build between our clients and ourselves at ULitho. The personal touch, the extra caring we put into each and every job here, so when presented to the final user it is the best it can be. Many times over the years I have been told “this is what the customer wants” which is fine but the question that comes to our minds is what does the customer envision and how do we get there? I think we all have had some internet shopping regret when receiving a purchased product at your doorstep. “This isn’t what I envisioned” you think, but it is what you ordered? If you could have asked the manufacturer for his advice would you have been happier with your purchase? Likely so. This is where we come in. We are more than happy to help you through your next print project. To not only provide you with a fantastic job but to be what you envisioned when it was just an idea. To cite such an example, there was an art book where the artist wanted to recreate the photos on the walls of his studio to paper. When working with the artist we recommended papers and print techniques to give him exactly what he was envisioning when the job was delivered. I had the privilege of going to this artist’s book signing, and he mentioned our company during his speech and said “I cannot thank ULitho enough for bringing this book to me. The care they put into it was truly a labor of love”. Pride is what I felt that day and how all of us at ULitho gave the artist exactly what he envisioned. This is who we are and how we go the extra distance for our customers. I could cite many more examples of such jobs but when you practice caring about your client it just becomes day to day normal. From idea to files to paper to print we will go the extra mile for you. From late night calls to last minute changes we got your back.

So why ULitho? Why wouldn't you?

Stan Kuebler, Pressroom Manager



Please call our office or your account executive for more information on how we can help you reach your sales or fund raising goals through Direct Mail.

734.973.9414

A quick note on the subject of Paper:

Paper availability & costs

With paper mills closing and/or switching over to corrugated packaging, paper supply has greatly reduced. The mills have experienced dramatic increases in the cost of pulp and the chemicals needed to produce paper not to mention rising labor costs. Along with that, there is a shortage of trucks & drivers available to move the paper as well as increased fuel costs. In short, the global economic impact of COVID-19 resulted in additional mills closing and more planned conversions to packaging products. Demand for printing papers began growing as companies began increased marketing efforts during the end of 2020. Increased demand has reduced mill inventories – further reducing overall supply.

What does this mean to you, our customers?

Communication and planning will be important for the foreseeable future. We're hoping that things start to free up in 2022. Time will tell. For now, whether you are working with University Lithoprinters or another printer, it will help you greatly to work closely with that vendor to secure the stock needed and investigate the most efficient way of running your job.

Stay healthy and on the lookout for our next issue...