

Season's Greetings!



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The holiday season is officially upon us. Our favorite brands are putting the final touches on their holiday campaigns, storefronts are readying their doors, and fleets of delivery trucks are filling their gas tanks in preparation for all the hustle and bustle this time of year brings. Here at ULitho, we are feeling the holiday buzz as we prepare to engage in some of our favorite annual Christmas traditions. From our annual ugly Christmas Sweater Day to our Staff Breakfast prepared by our sales team, we're gearing up for a festive Holiday Season and we hope you are, too.

While it is easy to get pulled into the craze of this season, we at ULitho are intentionally taking a step back to slow down, breathe in the fresh, snow-filled air, and count our blessings. Because despite the challenges these past two years have brought us, we have so much to be grateful for. First and foremost, for you, our valued customer. Thank you for your support this past year, for your patience as we navigated through new challenges, and for continuing to trust us to make your voice heard by your customers.

No matter how you're celebrating this season, we invite you, too, to slow down, hug your loved ones, and cherish the small moments. And in the words of Clark Griswold, we wish you the "hap-hap-happiest Christmas!"

From our family to yours,
The ULitho Family

Christmas

Match the actor to their movie.

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|------------------------------------|--------------------------|
| 1. Christmas Vacation | A. Keira Knightley |
| 2. Trading Places | B. James Stewart |
| 3. Elf | C. Mara Wilson |
| 4. The Polar Express | D. Tim Allen |
| 5. The Muppet Christmas Carol | E. Bruce Willis |
| 6. Bad Santa | F. Kate Winslet |
| 7. Home Alone | G. Danny Elfman |
| 8. Jingle All The Way | H. Jim Carrey |
| 9. The Holiday | I. Will Ferrell |
| 10. It's A Wonderful Life | J. Tom Hanks |
| 11. Meet Me In St. Louis | K. Beverly D'Angelo |
| 12. How The Grinch Stole Christmas | L. Eddie Murphy |
| 13. The Santa Clause | M. Nicholas Cage |
| 14. Scrooged | N. Michael Caine |
| 15. Miracle on 34th Street | O. Judy Garland |
| 16. Die Hard | P. Peter Billingsley |
| 17. The Nightmare Before Christmas | Q. Billy Bob Thornton |
| 18. A Christmas Story | R. Arnold Schwarzenegger |
| 19. Love Actually | S. Macaulay Culkin |
| 20. The Family Man | T. Bill Murray |

Source: CountryHillCottage.com

Coming 2022...

Join us for **"The Morning Session"**, a new series of free

trainings and workshops designed to better support YOU, our valued

customer. Do you struggle with getting your files in the proper format?

Are you unfamiliar with variable printing and what it can add to your campaign or appeal mailing?

Stress no more! These workshops will answer these questions, and more! You'll even get tools

and resources you can take back to your team so you can execute your next project with confi-

dence.

We recognize there are many steps involved and decisions to be made to bring a project to frui-

tion. And we're here to guide you every step of the way to make sure you get the results you want.

So stay tuned – 2022 dates will be released in the next newsletter!

Have an idea for a future workshop? Scan this QR code and fill out the short form to let us

know what it is! Or email us your thoughts directly at sales@ulitho.com.



PRODUCTION NOTE!

In this issue of *U In Print* we

chose to use a double gate fold

after a simple single fold to finish

the piece. Double gate folds can

be used for the cover pages of

books and magazines when you'd

like a "fold out" page to extend

your cover. It's also a great op-

tion for an 8 page brochure or

self-mailer like this one. Keep this

in mind when planning your next

marketing piece.

Issue #002 Partners. Expertise. Teamwork. Solutions.

U In Print

What's the Difference?

High Resolution versus Low Resolution Inkjet Prints


With offset printing, a CMYK project will typically be proofed using both a high and low resolution inkjet proofing process. **High resolution proofs** are used to confirm the color of the CMYK images and graphics and to ensure they look as expected. Prepress color corrections may be needed if color adjustments are necessary. The high res proofs are also used in our Press Department for matching color "on press".

Low resolution proofs are used to show the final "structure" of the piece. This proof is used to confirm that the trim, pagination, size, folding and orientation are correct.

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|------|-------|-------|-------|
| 1. K | 6. Q | 11. O | 16. E |
| 2. L | 7. S | 12. H | 17. G |
| 3. I | 8. R | 13. D | 18. P |
| 4. J | 9. F | 14. T | 19. A |
| 5. N | 10. B | 15. C | 20. M |

MATCH GAME Answers

Please contact your ULitho account representative for more information. **734.973.9414**



Wishing you and yours a
Happy and Healthy Holiday Season
from all of us at ULitho.