



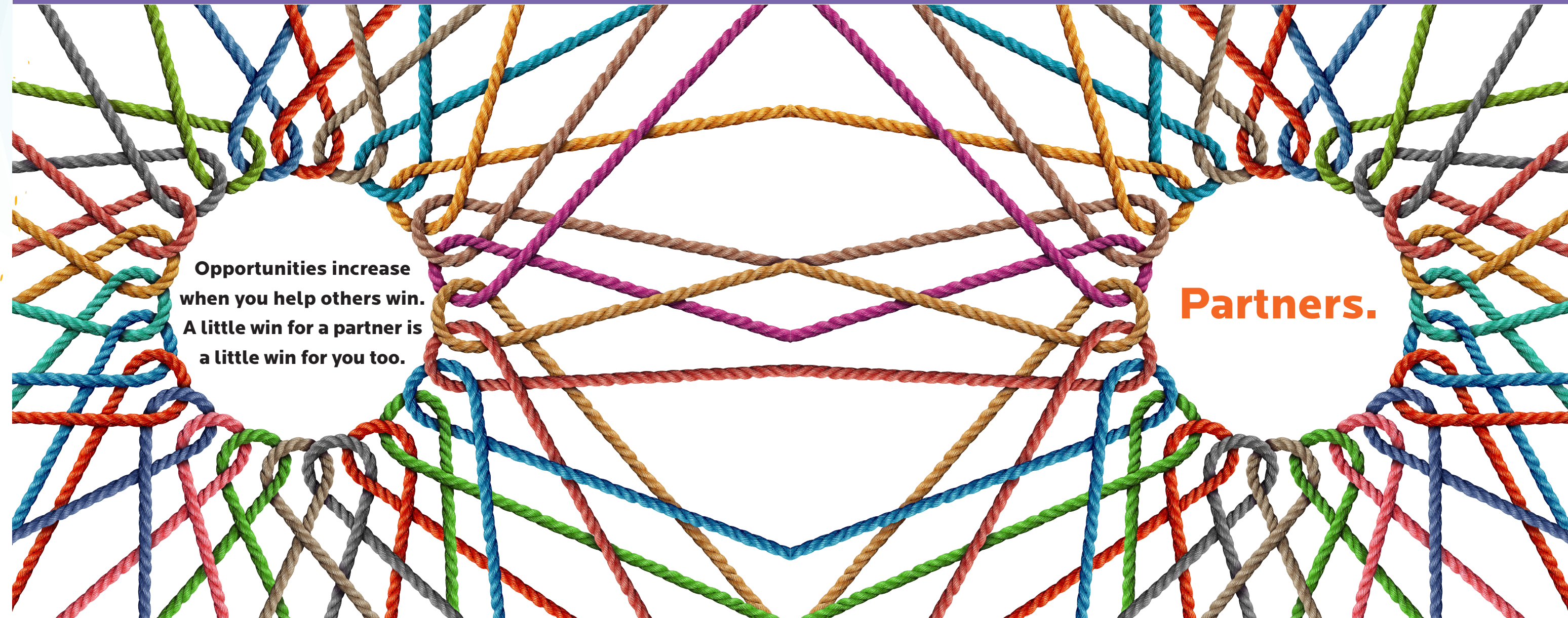
4150 Varsity Drive
Ann Arbor, MI 48108
ulitho.com

PRESORTED
STANDARD
U.S. POSTAGE
PAID
ANN ARBOR, MI
PERMIT NO. 376

U In Print

Issue #003 Partners. Expertise. Teamwork. Solutions.

**“Quality means doing it right
when no one is looking.”**
—Henry Ford, founder of the Ford Motor Company



**Opportunities increase
when you help others win.
A little win for a partner is
a little win for you too.**

Partners.

Partners. Expertise. Teamwork. Solutions.

These are the guiding principles behind ULitho. Over the next few issues of this newsletter, we're going to dive into how we're embracing these core values to deliver high quality commercial printing to elevate how you communicate with your customers and prospects.

In this issue of *U In Print*, we are focusing on "**Partners**", and how we work with your team at every touch point—from *concept to printing to mailing*—to make sure your message wins with your customers. You won't want to miss Rachel's story below. And, because we believe that a good partnership is one that helps you succeed, we're introducing *The Morning Session*: a free quarterly workshop series designed to better support your teams. (See next page for details on this month's session.)

As your partner, we're in this together. Your goals are our goals. Your wins are our wins.

Let's create something special together.

Blaine Aldrich
University Lithoprinters, Inc.

Customer Spotlight

ULitho is a capable print partner for complex projects like this. They made our priority their own priority, and that is just one example of their high standard of service.

We've been partnering with University Lithoprinters for over 17 years, and they've always provided us excellent customer delivery on timing, price, and most of all, quality. The management is top-notch, and the whole team goes above and beyond to find solutions to our changing business needs.

ULitho recently assisted with one of our company's big initiative projects, and they executed print and fulfillment on an extremely tight deadline. We had a variety of pieces that needed to be printed, kitted, and shipped to different locations with different drop dates. Our stores required a fast response to support changes that were critical to our business model.

ULitho is a capable print partner for complex projects like this. They made our priority their own priority, and that is just one example of their high standard of service.

-Rachel, Program Leader of design & print at a global franchise company with over 18,000 stores in markets worldwide.

THE MORNING SESSION

3/22/2022
10-11:00am

Please RSVP with your Account Executive or email Blaine at baldrich@ulitho.com.



PREPARING YOUR FILES FOR PRESS

Please join us for *The Morning Session* on Tuesday, March 22, 2022 from 10-11:00am. We will be covering the basics of getting your files prepared for Print Production and answering any questions you might have. Our goal is to help you be as efficient as possible to save you both time and money. We want to support you in any way we can as your **Partner** through the printing/ mailing process.

We'd love your input for future *Sessions*. If there is a topic such as digital/variable printing or special techniques on press to make your designs "pop", let us know. Scan the QR code at left and leave us a comment or suggestion or email us directly at sales@ulitho.com.

How to Keep Your Project on Schedule Despite Ongoing Paper Shortages

Ongoing paper and ink shortages combined with shipping delays have caused printing lead times to get longer. *Much* longer. In 2019, typical lead time on paper was 1-3 days, but today, it can go up to a month or longer depending on the type and quantity needed. Many businesses that don't account for this extra lead time are having to adjust project timelines.

We know how important it is for your marketing and fundraising projects to stay on schedule. When you book a project with us, our team works with multiple paper vendors to secure the stock you need. And, when you contact us earlier than usual (as we're encouraging all our clients to do), you get the peace of mind that your paper will be there when you're ready to go to press.

The result: your project stays on schedule.

So, **call us now at (734) 973-9414 or reach out to your Account Executive** to get the latest update on lead time to ensure your paper will be there when you need it.

PRODUCTION NOTE!

In this issue, we decided to go a little bigger than the previous versions of *U In Print*. We are producing this piece as an 8" x 10" upright, tri-fold self mailer. This is mailing as a "flat" per the USPS requirements. This piece does not require wafer seals to mail. We are using a 100# Coated Dull Text stock and printing 4 color process OVER 4 color process + 3 spot PMS colors on an offset press. Please let us know if something like this would work for your next campaign!

What's the Difference?

PMS vs. CMYK: Which to Choose for Your Next Project and Why

Your brand colors matter. When people see your colors—in newsletters, brochures, and other marketing materials—you want them to think of your company. Your brand should be memorable to them and evoke a sense of connection within them. Strong branding is essential to building relationships with customers and prospects so you can turn them into loyal (i.e., forever) customers. And how your colors appear in print is key.

Just as important as selecting the right colors to build your brand is selecting the right way to put them in print. In offset printing, there are two ways to bring your colors to life: PMS and CMYK. PMS delivers on a premier level, giving you the exact colors you selected. Using a special ink formula to custom-create your brand colors, plus a little extra time in the press department, the results from PMS printing are guaranteed to wow your customers and prospects.

The CMYK process works a bit differently. This method uses a combination of the CMYK colors to produce one new color through a process called "trapping." It's sort of a magical process to watch as individual ink colors are laid on top of one another during the printing process to bring to life a complete image. It's no surprise this method is a customer-favorite (and is also the most cost-effective).

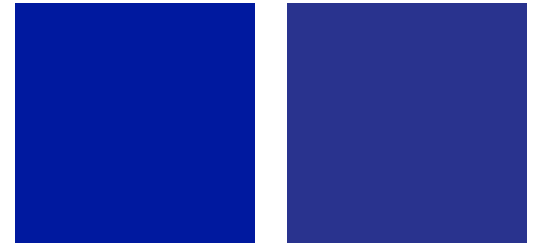
Both PMS and CMYK have their place in the printing world, and it's important to select the right one for your project. So, when do you choose the PMS approach, and when do you choose the CMYK approach?

PMS refers to the Pantone Matching System Below are examples of a Pantone color printed as a spot PMS color (left) versus a CMYK trap (right). Notice the difference?

PMS 021 C=0 M=82 Y=100 K=0



PMS 072 C=100 M=97 Y=3 K=3



PMS 032 C=0 M=93 Y=76 K=0



Want help picking which method is best for your project? We're here for you. **Call us at (734) 973-7414 or contact your Account Executive,** and we'll make sure your brand "pops" in print.