

So, how is the whole Recycling thing going?

A lot has been said about the printing industry regarding the amount of paper used and its effect on the environment. Two Sides North America is a non-profit organization devoted to digging deeper into “all things paper”. According to the most recent government data available, paper and paper packaging is recycled more than any other material in the US. That comes to no surprise to those of us in the industry familiar with the process of paper manufacturing.

Scan the QR code for more interesting facts about Paper Recovery and Recycling!



THE EARLY BIRD GETS THE WORM

Do you have projects in the pipeline for summer and fall 2022? Here are 5 things you can do to make sure your projects don't get delayed because of ongoing paper shortages:

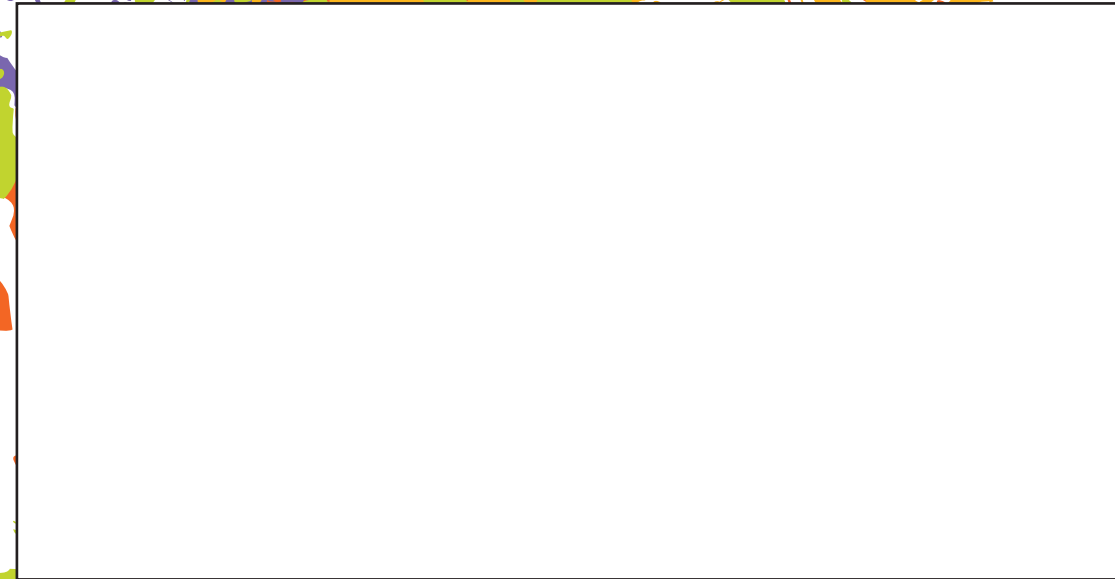
1. Start planning your projects early.
2. Engage all the teams who will be involved right from the start of the project.
3. Source materials in bulk and in advance.
4. Identify risks to the project timeline as early as possible.
5. Reach out to our office as early as 6 weeks before you need to go to print so they can ensure your paper will be there when you're ready to go.

Our ULitho leaders are continuing to monitor the situation and are working ahead as much as possible so you have what you need, when you need it.



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UInPrint

Issue #004 Partners. Expertise. Teamwork. Solutions.



“An expert is someone who knows some of the worst mistakes that can be made in his subject, and how to avoid them.”

—Werner Heisenberg

Partners. Expertise. Teamwork. Solutions.

Hi Valued Customer,

In this month's newsletter, we're highlighting how we're sharing our Expertise to elevate how you communicate with your customers and prospects.

We take great pride in using our decades of experience in commercial printing to help customers like you design the right message and get it in front of your audience at the right time. From helping you prep your design files to choosing the perfect paper to selecting the best mailing method for your printed piece, we've got you covered.

So as you launch into your summer and fall projects, let our expertise guide you. Because working with us means your message gets heard.

Let's create something special together.



Blaine Aldrich
University Lithoprinters, Inc.

“People who have expertise just love to share it. That’s human nature.”

—David Baldacci

PRODUCTION NOTE!

This issue of U In Print is printed on our Kodak NexPress digital press on 80# Coated Dull Cover. Then it was scored, trimmed and folded in our Bindery Department before being wafer sealed and ink jet addressed in our Mailing Department. If there are any questions on our processes, please let us know!

HOW PERSONALIZING YOUR MESSAGE CAN HELP BOOST YOUR REVENUE

Hey Valued Customer!

I hope you're enjoying summer in Ann Arbor!

Did you see what I did there? I used your name and city to grab your attention. Studies show that when someone sees their name as they're reading an email or a newsletter or other form of communication, they're more likely to read whatever comes after it.

Why?

Because it feels like the person on the other side of that communication is speaking directly to them. Now, the rest of the piece has to be interesting enough to keep their attention, but here's the marketing lesson: when done well, personalization can boost your revenue.

When you personalize the message to your customer or prospect, like using their first name in the salutation, they feel as though you're speaking directly to them. And that means they're more likely to listen to what you have to say.

Take this example from a popular retail company. When a customer orders a product from them, the customer receives an email with the following copy:

“All was quiet—a little too quiet— until our warehouse intercom crackled to life:

‘LISTEN UP, PEOPLE! We’ve got a new order from Stephanie in Saline...’”

So Stephanie in Saline feels pretty special when she gets that in her order confirmation email.

But digital marketing isn't the only medium you can do this. This type of personalization can also be done in print, and it's called variable printing. We do this type of printing all the time at ULitho. And not just with words, but also with images. For example, we can customize the images in your marketing materials to a specific customer or prospect based on data you have about them.

So if you're interested in incorporating more personalization into your marketing materials, **call our office** at **(734) 973-9414** and we'll guide you through how to do this in your next project.



We're pleased to announce that our first "Morning Session" in the first quarter of this year was a success. We'd like to thank all the attendees for joining us and discussing "File Prep" and all the nuances it includes. We were very happy with the event and expect this topic to be used again in the future as it's probably one of the most important aspects of the work we do for you.

As we're planning for the next Morning Session, we're looking for suggestions on topics that will benefit our customers the most. If you have any suggestions, please use the QR code to share them with us. Look for details in the next newsletter for what we'll be discussing and dates to be held.



What's the Difference?

Static vs Variable Printing

In this issue of *U In Print* we are showcasing our ability to personalize your printed piece to the person who is receiving it. That is called **Variable printing**. Variable printing can include both copy changes and images. Your supplied data will determine how it reads and what images to select.

A typical print job that does not change from sheet to sheet is called **Static printing**. If you are printing

hundreds or thousands of a piece that does not change throughout the run, that is a Static print job.

As a side note, different sections of a designed piece can be called out as either Static or Variable, too. For instance, there may be only one section of a mailer that is Variable and the rest is Static.

I hope this helps you with the terminology. Please feel free to reach out to our office with questions!