

May 2022



Under *the* Sun

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CELEBRATE
2021

SUN SOLUTIONS WINS BIG AT THE 2021 PICA AWARDS BANQUET



PRINTING EXCELLENCE IN THE CAROLINAS RECOGNIZED ***Sun Solutions Announced As Winner in the 2021 PICA Awards***

Charlotte, NC — The Printing Industry of the Carolinas (PICA) has announced that Sun Solutions of West Columbia is an award winner in the 2021 PICA Awards Competition. The announcement was made April 2, 2022, during the 2021 PICA Awards Banquet held in Charlotte, North Carolina. The PICA Awards competition is celebrating its 56th season and continues to be one of the largest printing contests in the nation.

This year, the PICA Awards attracted more than 400 entries from 32 printing companies, along with more than 149 entries from 6 graphic arts high schools and 6 college graphic arts programs from across the Carolinas.

Sun Solutions won **18 Best of Category Awards, 14 Special Judges Awards and 7 Awards of Excellence**. Only one "Best of" may be given in each category. One or more Special Judges Award or Award of Excellence may be given in each category, limited to no more than one third of total entries per category.

Sun Solutions also was recognized as the winner of the following sponsored awards: the **People's Choice Award** which was voted on that night by attendees. The **FujiFilm Best Wide Format** award, the **Printers Service PRISCO Best Printing Division D (60 or more employees)** award, and the **Mac Papers + Packaging Best of Show** award.



ABOUT PICA

Since 1931, The Printing Industry of the Carolinas, Inc. (PICA) has been dedicated to advancing the success of the Carolinas' printing and imaging industry. PICA provides training, resources, and a voice of advocacy on both a state and national level.

PICA is a trade association representing the graphic communications industry in North and South Carolina. North Carolina ranks as the 16th largest state print market in the United States with \$3.78 billion in sales, 1,215 total printing establishments and 20,050 employees. South Carolina ranks 30th in the nation, with \$1.48 billion in sales, 501 establishments, and 8,357 employees. PICA is headquartered in Charlotte, NC. For more information, visit www.picanet.org.

The PICA Awards Competition, owned and managed by The Printing Industry of the Carolinas (PICA), is an annual event established in 1966 that recognizes and rewards printing and imaging companies who combine fine craftsmanship with technology to produce outstanding finished products. The award-winning companies are honored each year at the PICA Awards Banquet.

MAC PAPERS + PACKAGING AWARD
BEST OF SHOW



Sun Solutions
WEST COLUMBIA, SC

FUJIFILM AWARD
BEST WIDE FORMAT



Sun Solutions
WEST COLUMBIA, SC

PRINTERS' SERVICE - PRISCO AWARD
BEST PRINTING DIVISION D
(60 OR MORE EMPLOYEES)



Sun Solutions
WEST COLUMBIA, SC



People Choice Award



SUMMER SAFETY

The carefree days of summer are a welcome sight. Be sure your days are filled with fun by keeping in mind some safety tips.

Summer is the time of year that, no matter where you live, has a certain freedom or possibility of adventure built in. Regardless of whether summer brings a welcome reprieve from the cold or is just a hotter version of winter, many of us are more likely to take vacations and just enjoy a slower pace. Here are some things to do to be prepared to launch into the joyous days of summer:

- » Prepare an emergency kit. While this seems like something reserved for the snowy months of winter, having an emergency kit in case of severe weather is a good idea during the summer months. Consider assembling a kit with nonperishable food items, flashlights, a first-aid kit, extra medication, fresh water, a solar-powered charger, and maybe even extra changes of clothes or blankets.
- » Understand heat stress. Staying hydrated and out of direct sun on long days outside is important. If someone

you are with begins showing signs of heat stress—profuse sweating, feeling faint or dizzy, or exhibiting a weak pulse—get them out of the sun and into a cool place, either air-conditioning or under a shade tree, and be sure they get a good drink of water. Allow them to rest until their symptoms subside, and then continue to take it easy for the remainder of the day.

- » Be smart near water. People of any age near any body of water need to exercise caution. If you are by the water with a group, consider having one person stay on shore as the water watcher. While we know children should always be watched while in the water, adults should be careful to not overestimate their swimming abilities and should never swim alone.

An enjoyable summer is waiting—make the most of it!



Featured **Branded Merchandise**

COOLER TOTE FOR SUMMER

Custom brand this Cooler Tote for a Summer promotion or team gifts!

This cooler tote will keep up to 20 cans of your favorite beverage cold with its zippered and insulated main compartment, plus a front pocket for extra snacks. The 9.5 inch hand drop makes carrying this tote comfortable and easy. We offer 3 ways to custom brand this tote: screenprint, heat transfer, and embroidery.



Features

- Zippered insulated main compartment holds
- 20 cans plus ice
- Front pocket
- 9.5 handle drop height

Material

600 Denier Polyester

Size

19" L x 6" W x 12" H

Colors: Purple, Red, Royal, Lime, Black, Turquoise



To place an order for this cooler tote bag,
give us a call or email!

803-791-1786 or

info@SunSolutionsUSA.com

MAINE LOBSTER FESTIVAL

What began years ago with a surplus of lobsters and a desire to celebrate has become one of the biggest annual lobster parties.

A trip to Rockland, Maine in the early days of August, when the town's population grows from around 7,000 to 70,000, means only one thing: the Maine Lobster Festival.

In 1947, a group of volunteers dreamt up the idea to hold a festival celebrating local seafood in an effort to revive the communities of midcoast Maine. Now, 75 years later, this festival has become a

premier seafood event, attracting visitors from around the world.

The festival, which takes place over five days, has everything a small-town festival should have. What makes this particular small-town festival different from others is the enormous amount of lobster that's consumed; in years past

the event has sold more than 19,000 pounds of lobster.

Visitors to the festival can participate in, or simply watch, amateur chefs compete

for prize money, cooking with only Maine-caught seafood, or the Great International Lobster Crate Race across slippery lobster crates, tethered together as a bridge in the harbor.

Local artisans, live music from Maine-based bands, a parade, and the crowning of the Sea Goddess by Black Beard and King Neptune round out the reasons to add this festival to your list of possibilities as you make travel plans for the summer.

For more information, visit www.maine lobster festival.com. ✓



Notepads

Connection remains one of the greatest ways to encourage repeat business. When customers feel seen, they are more likely to bring their business back to your company. While your great service should be what draws your customers back, practical marketing will help keep your company name in the front of their minds.

Custom-printed tear-off notepads are ideal for practical marketing—they place your name right at your customers' fingertips, offering a great return on investment.

Help Choosing Whole Grains

Here are some easy ways to add more whole grains to your diet:

- » When baking breads or muffins, or making pancakes or waffles, use half whole-wheat flour and half oat, amaranth, or buckwheat flour.
- » Choose air-popped popcorn in place of chips or crackers. Just go easy on the butter and salt.
- » Consider replacing rice with quinoa as a side dish. You can also use it instead of flour or breadcrumbs as a coating for chicken.
- » Grains like barley and bulgar wheat can easily be added to soups, stews, salads, and casseroles to improve texture and flavor.

Read food labels to make good whole-grain choices, and be sure that the first ingredient is actually "whole grain." Don't be fooled by packaging that says "contains whole grain," "made from whole grain," or "multigrain." They may not be 100% whole grains. ✓



PRACTICAL MARKETING WITH NOTEPADS

Even in a digital age, the humble notepad has a place on corporate desks and in kitchen drawers.

One of those unique but impactful areas of marketing is promotional materials. And one of the best ways to keep your name front-of-mind is by distributing custom-printed notepads to your customers. Here are a few varieties to consider:

» Simple tear-off notepads. The classic, padded notepad should not be overlooked. Printed with your company logo and contact information, these notepads are sure to get used until all that's left to do is recycle the cardboard backing.

» Magnetic notepads. Especially useful for making lists, a custom-printed

magnetic notepad with printed lines is sure to have a prominent place on your customers' refrigerators. It will be the thing they reach for when making shopping lists or writing down a quick note.

» Sticky notes. There is no denying the many uses of the humble sticky note. Consider the simple front-of-mind impact your logo can have as your customers use these throughout their day.

Our team can help you decide the best type of notepad for your marketing needs. Give us a call today!



VIRTUAL REALITY FOR SENIORS

Feelings of loneliness and isolation are prevalent among those in senior living communities. In an effort to combat those feelings, Rendever's virtual-reality platform offers users the option to experience VR in ways they never dreamed possible. With content that is geared toward engaging the seniors in reminiscing, reinspiring, and reconnecting, the Rendever platform is meant to be experienced in a group to encourage residents to share the VR interactions they've had and strengthen relationships with fellow residents and staff. ✓



TRIVIA

1. How many legs does a lobster have?
2. Which U.S. president is honored in the wrestling hall of fame?
3. Mount Vesuvius looks over which city?
4. What kind of star is Betelgeuse?

1) 10 2) Abraham Lincoln 3) Naples 4) A red super-giant

Gutenberg's Army©



TOP Ten Most Expensive Cars 2021

1. Bugatti La Voiture Noire \$18m
2. Rolls-Royce Sweptail \$13m
3. Koenigsegg CCXR Trevita (2006) \$4.8m
4. Lamborghini Veneno Roadster \$4.5m
5. McLaren P1 LM \$3.6m
6. Lykan Hypersport \$3.4m
7. Bugatti Veron Mansory Vivere LE \$3.4m
8. Aston Martin Valkyrie \$3.2m
9. Ferrari Pininfarina Sergio \$3m
10. Pagani Huayra BC \$2.8m



CAN YOU GUESS THE YEAR?



The Right Foot

As a shoe company, the goal is to get the right shoes on the feet of your customers. Asics took this calling very seriously and created an ad with the help of Brazilian agency Neogama that used thermochromic paper—paper that reacts to heat. The ad encouraged the reader to remove their shoes and socks, and step flat-footed onto the special paper. In just a few moments, the heat imprint of their foot appeared. Readers then referred to the chart on the ad to determine which shoe type would be best for their particular foot shape. ✓

The year was 2001.

» Apple Computer releases the iPod and subsequently debuts iTunes.

» U.S. businessman and multimillionaire Dennis Tito becomes the first space tourist.

» Dale Earnhardt, who had won a record seven NASCAR championships, dies in a last-lap crash during the Daytona 500 at Daytona International Speedway.

» The Leaning Tower of Pisa reopens after 11 years of stability repairs to stop it from falling.

» Tony Blair and the British Labour Party are elected for a second term.

» Wikipedia, a Wiki no-fee encyclopedia, goes online.

» Microsoft releases Windows XP.

» The World Trade Center and the Pentagon are attacked by airline hijackers and a fourth plane crashes into a rural Pennsylvania field, leaving nearly 3,000 people dead.

» *The Lord of the Rings: The Fellowship of the Ring*, *Shrek*, and *Ocean's Eleven* are released.

May Birthdays

Grayson Goodman – 05/08

Gage Mizzell – 05/09

Cheryl Fuller – 05/12

Roger Woods – 05/19

Guillermo Sanchez – 05/25

Dylan Fouste – 05/27

Robert Johnson – 05/29

May Anniversaries

Craig Stroman – 3 years

Alison Ellisor – 3 years

Juston Stiebing – 3 years

*Please note that anniversaries are recognized beginning at 3 years, followed by 5 years and then onward in increments of 5.

SUN SOLUTIONS IS PROUD TO BE A



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