

January 2023



Under *the* Sun

N E W S L E T T E R



INSIDE THIS ISSUE:

PAGE 2

What to Avoid on Your Journey to Health

PAGE 3

Adobe Removing Pantone Colors: What Graphic Designers Need to Know

PAGE 4

Sun Solutions: Celebrating 40-Year Anniversary

PAGE 6

Romantic Bed-and-Breakfasts

PAGE 6

Envelopes that Get Opened!

PAGE 7

Embroidering Variations of a Brand



WHAT TO AVOID ON YOUR JOURNEY TO HEALTH

The new year always brings with it an expectation for change, with a recommitment to health and fitness at the top of many lists. Here are some things to consider as you endeavor to improve or maintain your health:

» **Stop worrying about other people's opinions.**

If you've talked yourself out of hitting the gym because you're worried about what people might think of you, put your mind at ease: most people aren't paying attention to you. And if they are, you're not there for them anyway. Don't let other people's eyes make you lose sight of your own goals.

» **Don't let perfection kill ambition.** It's easy to throw in the towel before you've begun by making excuses. There are plenty of roadblocks, mental and physical, that can make just getting out there feel impossible. But 10 minutes are better than no minutes, and 10 reps are more than zero. Just do something.

» **Avoid overdoing it too quickly.** If you've been sedentary for a good amount of time, be wise as you start moving. Favor consistent walks around your neighborhood to 20-mile bike rides that could leave you discouraged or even injured.

» **Steer clear of spending a lot of money.**

Shelling out for an expensive gym membership or some home exercise equipment might feel like the motivation you need to really stick with your commitment. Make exercise a part of your life in simple ways before putting your money into it.

» **Let go of an all-or-nothing mentality.** In any change you are hoping to make, realize it is unrealistic to expect to be a 100% different person overnight and fundamentally alter everything about you to meet your goals. Keep things real and make small changes that can lead to big results! ✔



ADOBE REMOVING PANTONE COLORS: WHAT GRAPHIC DESIGNERS NEED TO KNOW

Pantone color books are being phased out of Adobe Creative Cloud, greatly impacting many graphic designers. Access to all Pantone libraries will require a paid Pantone Connect subscription.

As of August 2022, Pantone colors started being phased out from future updates to Adobe Creative Cloud software.

After November 2022, the only Pantone color books that will be available within Adobe programs are:

Pantone+ CMYK Coated

Pantone+ CMYK Uncoated

Pantone+ Metallic Coated

If you want to have access to all of the Pantone color books after that date, you will have to purchase a premium Pantone Connect license and install a plugin using Adobe Exchange.

WHAT IS PANTONE CONNECT?



Pantone Connect is available as an Adobe Creative Cloud extension, website or mobile app. It gives graphic designers access to more than 15,000 Pantone colors.





Sun

SOLUTIONS

CELEBRATING 40 YEARS

ESTABLISHED 1983



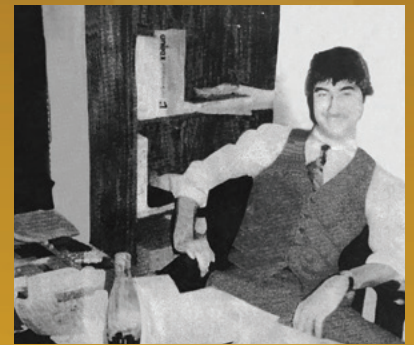
CELEBRATING 40 YEARS DELIVERING THE BEST SOLUTIONS IN THE INDUSTRY

Three ambitious entrepreneurs started Sun Printing 40 years ago. From the onset, the goal was to provide manageable solutions for their present and future clients, which included many relentless efforts to make these projects a success. With that insightful determination, the foundation was laid for what is now Sun Solutions with six locations spanning three states. Founders Kathi Cook, Philip Morris (*retired in 2017*), and Andy Cook have surrounded themselves with a team of the best in the industry, and as they did in the beginning, they are always looking ahead to where the industry is going and what their customers' needs are.

Sun Printing rebranded in 2012 and changed our brand from being known as a printer to Sun Solutions, a comprehensive graphic media provider. This change is part of our evolving transformation, providing more solutions in the graphic media industry. Sun offers clients a complete solution to all their graphic and advertising needs. These solutions include commercial printing, packaging, digital printing, wide format printing & install, fulfillment, mailing, marketing, design, embroidery, and branded merchandise. Sun is a "yes" mentality company whose outlook is focused on the positive.

Sun has and continues to invest in the most technologically advanced, state-of-the-art equipment available. "We are excited about the future of our industry and the technology we embrace to provide superior quality and service to our clients" explains Kathi Cook, CEO. "We have experienced more change in the last few years than we did in the first 35 years combined. For those investing in cutting-edge equipment, these are very exciting times."

Follow along as we celebrate all year & into the future!



Andy Cook



Kathi Cook



Phillip Morris



ROMANTIC BED-AND-BREAKFASTS

There is no shortage of well-appointed bed-and-breakfasts that offer plenty of romantic opportunities to bring you closer to the one you love.

If love is in the air, a getaway for two is a great idea. Here are a few romantic bed-and-breakfasts to consider:

» **Rabbit Hill Inn, Lower Waterford, Vermont.** This adults-only hideaway boasts 19 rooms and offers amazing views of New Hampshire's White Mountains. After a candlelit breakfast, visitors can book in-room massages or an all-terrain vehicle into the backcountry of Vermont.

» **Vrooman Mansion, Bloomington, Illinois.** Built in 1869 and added onto in 1900, the seven-room Vrooman Mansion is an easy stop along historic Route 66. Guests get a personal tour of the mansion, and experience a step back in time in each beautifully appointed room.

» **Colette's Bed and Breakfast, Port Angeles, Washington.** This oceanfront, five-suite property overlooks the Strait of Juan de Fuca while offering incredible views of the Olympic Mountain range. Visitors enjoy a Pacific-Northwest-inspired breakfast before exploring nearby Olympic National Park or a local winery.



» **The Inn at Bowman's Hill, New Hope, Pennsylvania.** This five-acre gated estate houses eight rooms. The lush grounds and swimming pool entice visitors to stay close, but a visit to town provides eclectic galleries and restaurants. A traditional English breakfast is served using eggs you collect from the property's flock of free-range hens. ✓



EMBROIDERING VARIATIONS OF A BRAND

Our team can color match and embroider any variation of a logo to best represent your brand. We invested in a new Six-head Embroidery machine in response to the increasing demand in custom branded embroidered apparel and merchandise. Our team of industry experts assists our customers in all aspects of design and production to deliver the highest quality in branded embroidered attire and accessories.

Thank You so much for all Sun Solutions hard work in support of Jamil Shrine Center.

- Jeff with Jamil Leadership Team

ENVELOPES THAT GET OPENED!

Envelopes are used to transport documents from one place to the next, and the contents of an envelope can only be seen if the envelope is opened. But what are you doing to ensure your envelopes get opened?

» **Branding.** As someone sorts through a pile of mail, you want your correspondence to land in the to-read pile and not the to-trash pile. One of the best ways you can ensure that happens is by making your company name and logo very clear. There should be no mystery when it comes to making an impression, and customers will come to recognize and be excited by mail from your company.

» **Messaging.** No doubt your company sends many different types

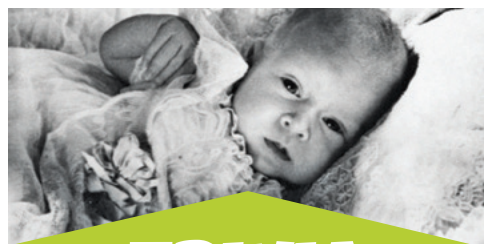
of mail. What are ways you can indicate on the envelope what the recipient can expect to find inside? Whether it's as simple as an invoice or as exciting as a new-product launch, use the messaging on the envelope as the teaser.

A cohesive branding and messaging plan means no matter the type of correspondence your customers are receiving, they are sure to know it's from your company. Let us help you integrate your envelope strategy for your next mailings! ✓



A FRESH PERSPECTIVE

For those who travel frequently, endure long train commutes, or are simply tired of fighting for screen time in their own home, the TCL NXTWear Air might be the answer. These glasses simulate the experience of watching a 140-inch screen from around 13 feet away, giving the wearer the feel of being in a theater no matter where they are. A simple USB-C connection to a phone or laptop allows the wearer to get some work done, watch streaming entertainment, or play games. A unique way to keep your on-screen work or fun for your eyes only. ✓

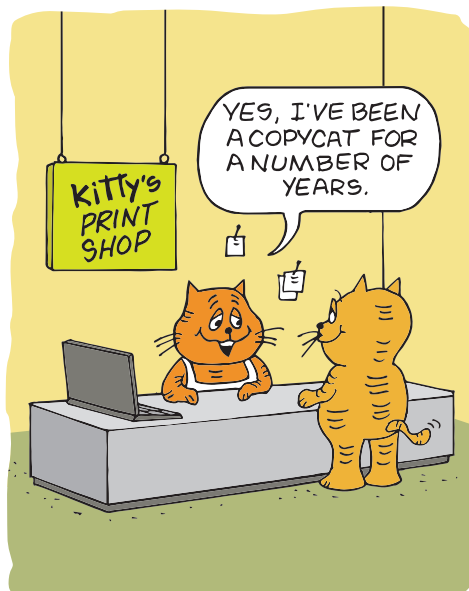


TRIVIA

1. The flag of the European Union has how many stars on it?
2. Who is the author of *Jurassic Park*?
3. What alcoholic drink is mainly made from juniper berries?
4. What year was King Charles III born?

1) 12 2) Michael Crichton 3) Gin 4) 1948

Gutenberg's Army©



TOP Ten

Valentine's Chocolate Brands

1. Vosges Haut Chocolat
2. Compartes
3. House of Knipchildt
4. L.A. Burdick
5. La Maison du Chocolat
6. Kreuther Handcrafted Chocolate
7. Hotel Chocolat
8. John & Kira's
9. Max Brenner
10. Jacques Torres Chocolate



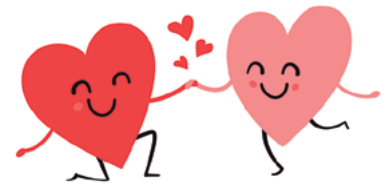
CAN YOU GUESS THE YEAR?



- » The St. Louis Rams win the Super Bowl. The last time they won was 1951, when the game was still called the NFL Championship.
- » The final original *Peanuts* comic strip is published, following the death of its creator, Charles M. Schulz.
- » TV show *Dora the Explorer* premieres on Nick Jr.
- » *Harry Potter and the Goblet of Fire*, the fourth book in the series by J. K. Rowling, is published.
- » The first crew arrives at the International Space Station.

- » Tiger Woods becomes the first golfer since Ben Hogan in 1953 to win three majors in a calendar year.
- » Andrew Lloyd Webber's musical *Cats* closes at Winter Garden Theater, NYC, after 7,485 performances.
- » The first X-Men movie premieres.
- » U.S. retail giant Montgomery Ward announces it is going out of business after 128 years.

The year was 2000.



Creative Connection

In order to connect their marketing with the season, designer Oussama Mezher created a direct-mail piece to promote her services that also appealed to the creative side of her own clients. She designed and produced a self-mailer that included several laser-cut shapes that could be used as stencils to create Valentine's cards. The bright red mailer caught attention and the stencils gave the piece staying power, the perfect combination to make a connection with customers! ✓

January Birthdays

Dee Snider – 01/03
 Robert Bryant – 01/04
 Chris Curry – 01/06
 Joyce Tillage – 01/06
 Tom Johnson – 01/09
 Wayne Zamora – 01/12

Sabrina Battle – 01/16
 Amanda Galloway – 01/25
 Zydane Serrano – 01/26
 Sammy Cook – 01/28
 Steven Manning – 01/28

January Anniversaries

Leslie Gifford – 10 years
 Tom Johnson – 10 years

Curtis Brigman – 10 years
 John Moroz – 3 years

Under The Sun Newsletter

Sun Solutions
 345 Dreher Road
 West Columbia, SC 29169

Phone
 803.791.1786 Local
 800.523.7058 Toll Free

E-mail
 Letters to the Editor
Jacob.Cook@SunSolutionsUSA.com
 Customer Service
info@SunSolutionsUSA.com

Fax
 803.794.9487

Web
www.SunSolutionsUSA.com

*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

