

March 2023



Under *the* Sun

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Featured **Grand Format**

AWARD-WINNING PHOTOGRAPHER SHOWCASES NEW EXHIBIT 'WHOLE' AT STORMWATER STUDIOS

Stormwater Studios in downtown Columbia is presented award-winning filmmaker, documentarian and photographer Gerry Melendez's newest work from Feb. 21-March 5. The exhibit "Whole," is a collection of black and white portraits intended to highlight humanity's unseen similarities.

His most recent work, the images being shown at Stormwater Studios, come from his belief in the power of photography. According to Melendez, photography has the power to inspire viewers and stimulate passion.

Inspired by the current division he sees in the world and his own personal struggles, Melendez said he set out to "do something positive" with his art. He uses black and white portraits of many different individuals to "strip us down to who we are" and to show the common threads that connect us as humans.

After working on this project for over a year, Melendez said he found his own inspiration and learned many lessons through the process. In addition to seeing the photographs, Melendez said he is also excited for his audience to hear his subject's personal histories and experiences.

ABOUT STORMWATER STUDIOS

A non-profit Visual Arts Community

Where individuality, and art experiences intersect

Stormwater's mission is to establish a consistent and supportive environment to foster the growth of its resident artists and to demonstrate the value and importance of visual art to the community at large.

We envision a creative vibrant hub of diverse visual artists fostering creative expression and forming the nucleus of Columbia's thriving arts district.

An early project in revitalization efforts of the InnoVista, Stormwater Studios began as a joint venture of the Columbia Development Corporation and the City of Columbia. StormWater Studios, a space dedicated to working artists, is now an affiliate of the 501c(3) Non-profit StormWater that was established in 2021. StormWater will mature as an arts destination for the City of Columbia and beyond.

Learn more or visit:

Stormwater Gallery

413 Pendleton St, Columbia, SC 29201

www.stormwaterstudios.org



Interested in prints like these for your art gallery? Give us a call or email!

803-791-1786 or info@SunSolutionsUSA.com

WHOLE

Gerry Melendez



Printed using UV inks on white ACM substrate.

BECAUSE THE FINISHED PRODUCT MATTERS

Whether you mail your customers a fresh product brochure or you distribute business cards to prospects at a trade show, the first thing the recipient will notice is the overall look of your printed piece.

Are you taking advantage of all the finishing options to make those first impressions really stick?

Finishing elements can feel like the “yeah, yeah” of a printed piece. While the message and branding of your pieces are extremely important, the finishing

components are often the first thing the recipient sees. Consider these options for your next printed project:

» **Die cuts.** No doubt you’ve heard of a die cut, but have you actually used one in your marketing materials? A die cut of your logo could be used in a variety of applications on multiple printed pieces.

» **Spot varnishing.** Varnish is a matte or glossy protective layer on a printed piece. Using varnish in a particular area creates visual appeal and increases perceived value.

» **Thermography.** Using heat and powder to create a raised finish on your printed pieces is a definite attention-getting method. And different thermographic powders, like metallic, glitter, and fluorescent, can take your piece to the next level.

There are so many finishing options that can wow your customer and prospects. Let us help you decide which will have the biggest impact on your bottom line!



TRIVIA

1. How many floors does the Eiffel Tower have?
2. How many seasons did *The Oprah Winfrey Show* run?
3. Who was the first woman inducted into the Rock and Roll Hall of Fame?
4. Who did the U.S. buy Florida from?

1) Three 2) 25 (3) Aretha Franklin 4) Spain

Gutenberg's Army[©]



TOP Ten

Most Popular Pizza Toppings

1. Pepperoni
2. Mushrooms
3. Onions
4. Sausage
5. Bacon
6. Extra cheese
7. Black olives
8. Green peppers
9. Pineapple
10. Spinach



Featured **Branded Merchandise**

OTARIA™ COMPACT DRY BAG

This compact dry bag is waterproof, keeps belongings dry and watertight. The buckle doubles as a handle when clipped. The convenient pocket fits most phones. The bag has clear backing to view contents.

Item Size: 7-2/16" W X 11-5/16" H

Colors: blue, black, white

Imprint Area: 3-1/2" W X 5" H

Imprint Colors: Black, White, Red, Lt. Blue, Med. Blue, Dk. Blue, Lt. Green, Med. Green, Dk. Green, Brown, Purple, Yellow, Teal, Orange, Maroon, Gold, Silver, or full color.



3-IN-1 LETTER OPENER



This durable letter opener includes a 3-1/2" ruler and magnifier.

Item Size: Product 2.5"H X 3.75"W X 0.125" Depth

Imprint Area: Full Color Top 2-3/4"w x 7/8"h, Standard.

Product Colors: Orange, Purple, Smoke, White

Product Material: ABS Plastic



STICKY NOTE™ 4" X 3" PAD

Souvenir® Sticky Note™ adhesive notepads get the job done, whether at home or the office. This popular size gives a bit of extra room for jotting yourself a reminder or leaving someone a note.

Imprint Colors: 4-color process

Item Size: 3"H X 4"W

Imprint Area: 3.625"w x 2.625"h, std. or 4.25"w x 3.25"h bleed



To place an order for any of these branded merchandise items, give us a call or email!

803-791-1786 or info@SunSolutionsUSA.com

BLOCK ISLAND, RHODE ISLAND

Just 12 miles off the coast of the state of Rhode Island is an unassuming piece of land that might just be the ideal place for your next vacation.

From the Narragansett who first inhabited the island, to Dutch explorer Adrian Block who settled and named the island in 1661, Block Island has been home to various people throughout its history.

During the Revolutionary War, Block Islanders were charged with keeping a lookout from Beacon Hill, warning of enemy presence by lighting fires. And four separate lighthouses have been established; the current lighthouse, Northlight, was built in 1867 and is open for tours. Today, the Block Island Conservancy holds about 44% of the island as preserved open space.

Being that the island is only three miles by seven miles, it's no surprise that there is beach in literally

every direction. Access to the 17 miles of beachfront is all free and open to the public. Some of the most popular water activities include parasailing, kayaking, snorkeling, fishing, and sailing.

Hiking, biking, and moped rentals give visitors an opportunity to travel the island on their own terms. Its size makes exploration easy—traveling from Mohegan Bluffs and the South East Lighthouse to Great Salt Pond and North Lighthouse, visitors can take in all the sights, sounds, dining, and shopping in between.



For more information about this unique destination and to make travel plans, visit www.blockislandinfo.com.



FEEL GOOD WHILE YOU TRAVEL

- » Pressure points. Your Nei Guan point is a great place to start when combating motion sickness. To find the point, your index, middle, and ring fingers of your right hand should be placed on the inside of your left wrist, starting right under the crease. Apply firm pressure to the spot just below your index finger, between the wrist tendons. Wrist cuffs with a specialized pressurizing piece can be purchased to provide constant pressure on this point.
- » Aromatherapy. Pure lavender and peppermint oils have been shown to reduce nausea. Arming yourself with some oils and taking a few sniffs from the bottle or wearing a few drops on an essential-oil necklace could help. Extended inhalation, however, could end up working against you.
- » Supplements. Herbs like ginger and chamomile are natural stomach settlers. Though supplements can be found at a local pharmacy, consider brewing some tea and bringing it with you as you travel. Licorice-root lozenges, which can be found over the counter, may also help ward off nausea. ✓

UNIQUE BINDING AND FINISHING OPTIONS

You've spent many sleepless nights preparing your print-marketing campaign. You've agonized over the design, the copy, and the overall look and feel.

But have you given any thought to unique binding and finishing options? Believe it or not, these seemingly small details can have a significant impact on your campaign's success.

MAKE A LASTING IMPRESSION

Special binding and finish effects are not commonly used, so they have a more powerful impact when they are first seen.

This "wow factor" usually makes potential customers want to hold onto your printed materials longer than others. As a result, awareness of your brand increases, and there is greater potential for the print product to be shared with others.

Potential clients subconsciously equate the quality of your print-marketing materials with the quality of your products or services. If you're selling high-end items, you'll want to ensure that your print promotions reflect that.

UNIQUE FINISHES FOR UNIQUE PRODUCTS

If you want your print project to stand out from the competition, consider using finishing options beyond standard glossy paper. Additional techniques such as die-cutting, embossing, and three-hole drilling create a special look that gets customers' attention.

For business cards that are sure to be remembered, don't settle for plain old white stock. Opt for something more unique, such as recycled paper or metal.

Special finishes like spot UV or foil-stamping help your cards to pop, and might be the thing that lands you that all-important first meeting or lucrative sale.

GET STARTED NOW

If you're looking for a forward-thinking printer to help you create significant marketing collateral, that's us! We have a team of talented professionals ready to help you with your vision for your print-marketing initiatives. Contact us today to learn more about how we can assist you with achieving your goals. ✔



CAN YOU GUESS THE YEAR?



- » Hurricane Katrina makes landfall as a category 3 storm, flooding roughly 80% of the city of New Orleans.
- » The video-sharing website YouTube is founded.
- » George W. Bush begins his second term as president.
- » Pope John Paul II dies and Pope Benedict XVI is elected to take his place.
- » The Disneyland Resort celebrates its 50th birthday.
- » *The Office* premieres on NBC.

- » Condoleezza Rice is sworn in as U.S. Secretary of State, the first African American woman to hold the post.
- » *Star Wars: Episode III - Revenge of the Sith* premieres at the Cannes Film Festival.
- » Live 8 concerts are held around the world, organized by Bob Geldof to raise awareness of poverty.

SOME ASSEMBLY REQUIRED

LSabon, a company specializing in botanical-fragranced body-care products, combined their desire to stay front-of-mind with a strong branding message by creating a desktop calendar. But not just any calendar—a self-contained mailer held together with clever laser-cut tabs and slots, beautiful foil detail on the packaging and on each laser-cut calendar page, and punch-out bathtub and flower pieces that can be attached to the calendar's top to add dimension and remind the recipient of the beauty this company offers. A piece of practical art that keeps their company on the top of their customers' minds. ✓

The year was 2005.

March Birthdays

- | | |
|-------------------------|------------------------|
| Cat Woodyard – 03/01 | Steven Sutton – 03/18 |
| Allen Brigman – 03/05 | Teena Price – 03/19 |
| Larry Conard – 03/06 | Leslie Gifford – 03/25 |
| Rebekah Michael – 03/07 | Alison Ellisor – 03/25 |
| Erika Swann – 03/10 | Wendy Cook – 03/26 |
| Ali Martinez – 03/10 | Gail Buynack – 03/27 |
| Teri Moore – 03/14 | Ricky Quarles – 03/28 |

March Anniversaries

Gail Hollis – 15 years

Under The Sun Newsletter

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*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

