

April 2023



Under *the* Sun

N E W S L E T T E R



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Featured **Client Solution**

CHARLESTON METRO CHAMBER

ENHANCING ASTHETICS OF AN OFFICE ENVIRONMENT

Our team are experts at enhancing the aesthetics of office environments. We recently produced and installed these displays for Charleston Metro Chamber. We can design, produce, and install: *product displays, wall murals, sponsorship/awards displays, frosted graphics on glass windows/doors, and much more.*

We customize solutions specifically to your brand to enhance your office environment.



Logo printed and cut on acrylic.



Sponsor logos printed on acrylic, mounted on standoffs.



Wide poster printed on canvas.



Frosted vinyl logo on glass



Vinyl wall mural with logo printed and cut on acrylic.

To enhance the aesthetics for your office environment, give us a call or email!

803-791-1786 or info@SunSolutionsUSA.com



CALMING GRAVITY BLANKETS

Deep pressure stimulation (DPS) is the process of applying firm, controlled pressure to bring about a feeling of calm. One easy way to facilitate this is with a weighted blanket. These blankets can help in a variety of ways; here are just a few:

» **Security.** Consider the way parents swaddle a newborn. The tightly wrapped blanket provides a sense of security, encouraging them to sleep more easily. A weighted blanket can give the same secure sensation to an older child or adult.

» **Sleep quality.** Using a weighted blanket while you sleep is thought to stimulate the production of the mood-boosting hormone serotonin, reduce the stress hormone cortisol, and increase the levels of melatonin, the hormone that helps you sleep.

» **Manage anxiety and stress.** The hormones released while under a weighted blanket can help people manage anxious feelings in part because they will be getting better quality sleep which could tame some of their stressful thoughts.

» **Fight or flight.** Those that find bedtime to be a stressful time, or who lie awake with a racing heart



or mind, may find the pressure of a weighted blanket activates their parasympathetic nervous system, which will help in putting their fight-or-flight response to rest.

Experts advise that a weighted blanket should be 10% of the user's body weight in order to provide optimal benefits without being too overwhelming. There are certain medical conditions that are not well served by a weighted blanket, such as asthma, low blood pressure, type-2 diabetes, or chronic respiratory or circulatory issues. Persistent sleep problems are best dealt with by a trusted professional, so it is important to consult a doctor about whether a weighted blanket might be a wise choice for you. ✓

Featured **Grand Format**

TOBACCO IN TOW

Our Grand Format team produced and wrapped this service trailer for **Tobacco in Tow - a Mobile Cigar Lounge**, a unique business serving Lexington, Columbia and all surrounding areas in South Carolina. Their mobile cigar lounge service is available for:



PRIVATE EVENTS

- Corporate Event
- Bachelor/Bachelorette Party
- Sporting Get-together
- Tailgate Party
- *Anything else you can imagine.*



PUBLIC EVENTS

- Rodeos
- Fairs
- Antique Shows
- Wineries, Breweries, and Distilleries



PRE-WEDDING SERVICE ADD ON

- 2 hours before the event starts
- Private lounge set up for Bridal Party
- \$50 cigar tab for Groom and Groomsmen

**Additional Cigar purchases are at separate cost.*



Learn more about this service and book for your next event at: www.tobaccointow.com



To have your vehicles, trailers, or trucks professionally wrapped, give us a call or email!

803-791-1786 or info@SunSolutionsUSA.com

Featured **Branded Merchandise**

CUSTOM BRANDED CIGAR HOLDER, CUTTER, LIGHTER, & HUMIDOR



LEATHER 3PC CIGAR HOLDERS

Trio Cigar holder keeps 3 of your favorite stogies perfectly ready for you to enjoy. Made of genuine Italian leather this classy saddle tan piece should only get better with age.

Material: Genuine Italian Leather

Features: Holds 3 Cigars

Measures: 7" L x 3.5" W x 1.5" D

Packaging: Cardstock Box

DELUXE 54 GAUGE CIGAR CUTTER

Make even, clean cuts to your cigars with this Deluxe 54 Gauge Cigar Cutter! It features a stainless steel guillotine blade in plastic housing and can be customized with a brand name, logo or message. A perfect offering to customers at tobacco stores!



CIGAR LIGHTER PUNCHER DRAW ENHANCE ALL-IN-ONE

A lighter with high quality and solid metal body combined with multiple functions is easy to carry. Butane fuel can be replenished. The lighter has oil level window and universal filling valve. Exquisite in appearance, it comes with gift box packaging. This is the perfect gift for cigar lovers on wedding day, father's day, birthday, anniversary, etc

Note: Due to mailing regulations, the lighter is not loaded with butane.

ROSEWOOD HUMIDOR

Choose style and sophistication with our Rosewood Humidor. Designed with a piano finish, this cigar box measures 3.14" x 9.84" x 7.1" and features a built-in hygrometer and humidifier, and a Spanish cedar interior. It can hold 20 cigars at a time. With customization offered, you can add a brand name, logo or message to create a gift that's full of class. It makes a wonderful holiday or corporate gift for all cigar connoisseurs!



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

803-791-1786 or info@SunSolutionsUSA.com

FOOD FESTIVAL FUN!

If there's one thing that will bring people together, it's food. So it goes without saying that festivals dedicated to food are a huge draw.

Here are a few food festivals worth checking out as you make your summer travel plans:

» **Calgary, Canada** is known for its diverse food experience, making it an ideal location for one of the summer's premiere food festivals. Free admission makes it easy for visitors to spend their money on food tickets that can be used on sample-size menu items at several of Calgary's finest restaurants, breweries, and food trucks. Live, local entertainment increases the five-day festival's energetic atmosphere.

» **Wisconsin** is known for cheese, so we shouldn't be surprised to know the annual Cheese Curd Festival in Ellsworth (the cheese-curd capital of the state) serves

up 6,000 pounds of cheese curds over a two-day period. Visitors can enjoy over 30 craft beers, hard

ciders, and local wines along with a classic-car show and a vendor marketplace—but what they're really interested in are the more than 20 cheese-curd food dishes available for purchase.

» **Pittsburgh's Picklesburgh** aims to make much of all things pickled! Going beyond just the common dill pickle, this festival features a lineup of foods with pickled ingredients and celebrates the farm-to-table movement along with the increased popularity of

canning. Pickle-themed merchandise, contests, and snacks along with local, live music set against the backdrop of picturesque downtown Pittsburgh make this a unique specialty festival. ✓



Build Your Stress Muscles

The simple fact that you're alive means you will have stress. While we often wish we could eliminate stress, we should instead strive to build our resilience in the face of life's stressors. Here are a few ways that should help:

- » Name it. At set times during the day, name the things that are currently causing stress. Instead of falling into a worry pattern that follows you throughout your day, these focused times to name your stress can help you put things into better perspective.
- » Defense. As you name stressors, also spend a moment to remind yourself why you are prepared to handle them. Draw on past experiences to combat feelings of worry that can accompany stress, and then feel empowered by the success you have had.
- » Be grateful. Begin and end your day by recounting the reasons you have to be grateful. Making this a consistent practice will train your mind to remember the good and not just dwell on the stress. ✓

DIRECT-MAIL MARKETING IS STILL RELEVANT

Be assured that the direct-mail marketing your company sends really is having an impact.

According to Global News Wire, the average return on investment for direct mail is \$4.09 for every \$1.27 spent. News Wire claims the average response rate for direct mail is between 2.7% and 4.4% compared to a 0.6% response rate from email. And the USPS says that millennials are drawn to tangible media (think vinyl records), making them more likely to interact with direct-mail offers.

If your company has relied on postcard marketing in the past, perhaps it's time to reimagine them to have an increased impact on your customers. Here are a few ways to do that:

» **Personalize it.**

Including the recipient's name or other information using variable data makes the offer seem like it was meant specifically for them.

» **Change it up.** Consider the impact a vertical vs. horizontal postcard could have. Simply having to turn

the card to read it means the recipient is likely to read the information.

» **Tear-off coupon.** A perforated coupon offer that is easy to remove and redeem in-store or online gives your mailing increased appeal.

» **Fold it.** Who says a postcard has to be a flat piece? Consider the impact and information you can share by creating a fold-over postcard. Maintain a clutter-free design but combine it with customer testimonials or a special offer to give it staying power.

Our print shop is equipped to handle all your direct-mail marketing needs. We look forward to working with you to make an impact! 🍀



Give us a call or email for your direct mail marketing needs!

803-791-1786 or info@SunSolutionsUSA.com

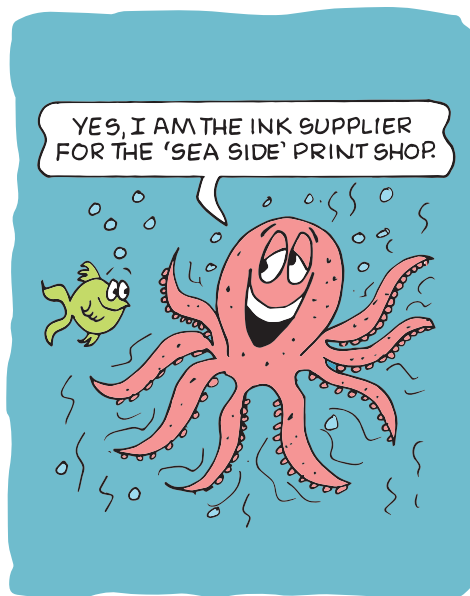


TRIVIA

1. What is the name of the high school in *Grease*?
2. How many legs does a lobster have?
3. What is the diameter of the official basketball hoop?
4. What percentage of the Earth's wildlife is found in the ocean?

1) Rydell High 2) 10 3) 18 inches 4) 94%

Gutenberg's Army©



TOP Ten Fastest at Kentucky Derby

1. Secretariat, 1973, Time: 1:59.40
2. Monarchos, 2001, Time: 1:59.97
3. Northern Dancer, 1964, Time: 2:00.00
4. Spend a Buck, 1985, Time: 2:00.20
5. Decidedly, 1962, Time: 2:00.40
6. Proud Clarion, 1967, Time: 2:00.60
7. Authentic, 2020, Time: 2:00.61
8. Medina Spirit, 2021, Time: 2:01.02
9. Grindstone, 1996, Time: 2:01.06
10. Fusaichi Pegasus, 2000, Time: 2:01.12



CAN YOU GUESS THE YEAR?



- » Nancy Kerrigan is attacked just before the U.S. Figure Skating Championships.
- » Netscape Navigator is released and becomes the market leader for browsing the Web.
- » Brazil wins the FIFA World Cup.
- » Nelson Mandela becomes president of South Africa.
- » The Channel Tunnel opens between England and France.
- » O.J. Simpson flees police in his white Ford Bronco.

- » Major League Baseball Players Association begins 232-day strike, causing the season to be cancelled.
- » The Winter Olympics are held in Lillehammer, Norway.
- » Lisa Marie Presley marries Michael Jackson.
- » *The Shawshank Redemption*, *Forrest Gump*, and *The Lion King* premiere at the box office.

The year was 1994.



ROBOX THE PAPER ROBOT

Interactive print pieces are a fantastic way to remind clients just how fun print can be. In an effort to promote their packaging arm Boss Box, Boss Print came up with a 3 1/2" square box containing hot-foil stamped box shapes with hidden magnets that can be assembled into the robot they've named Robox. Able to be posed in many different positions, this unique robot reminds the recipient that tactile pieces appeal to our senses in a much different way than an image on a screen. ✓

April Birthdays

John Burrows – 04/21
 Daryn Lewis – 04/21
 Frank Neill – 04/29

April Anniversaries

John Burrows – 5 years
 Becky Stephens – 5 years
 Marquis Williams – 10 years

Zach Brewington – 15 years
 Vickie Smith – 30 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.

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