



# Under *the* Sun

## NEWSLETTER



### INSIDE THIS ISSUE:

PAGE 2

Sun Solutions WINS BIG at PICA Awards

PAGE 3

Featured Branded Merchandise:  
Summer Merchandise

PAGE 4

Featured Grand Format:  
Vehicle Wrap in Motion

PAGE 5

Your Marketing Solutions Provider

PAGE 6

Head Down the River

PAGE 7

From Start to Finish, We've Got You!

PAGE 8

See It to Believe It





# SUN WINS BIG AT PICA AWARDS

Printing Excellence in the Carolina  
Recognized Sun Solutions as Winner  
in the 2022 PICA Awards

The Printing Industry of the Carolinas (PICA) has announced that Sun Solutions of West Columbia is an award winner in the 2022 PICA Awards Competition. The announcement was made April 15, 2023, during the 2022 PICA Awards Banquet held in Charlotte, North Carolina. The PICA Awards competition is celebrating its 57th season and continues to be one of the largest printing contests in the nation.



This year, the PICA Awards attracted more than 480 entries from 34 printing companies, along with 149 entries from 6 graphic arts high schools and 5 college graphic arts programs from across the Carolinas.

Sun Solutions was recognized as the winner of the **Fujifilm Best Wide Format Award**.

Sun Solutions won **14 Best of Category awards, 15 Special Judges awards** and **11 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.

A panel of out of state judges with extensive experience in printing and print production was brought in to examine the work. Each entry was judged on its own merit in a category with similar printed pieces. The judging criteria included: registration, crossovers, clarity and neatness, sharpness of halftones and line drawings, richness and tonal qualities of color, paper and ink selection, ink coverage, difficulty of printing, effective contrast or softness, finishing, bindery, and overall visual impact.

## ABOUT THE PRINTING INDUSTRY OF THE CAROLINAS, INC.

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. Historically, North Carolina has consistently ranked in the top 20 largest state print market in the United States with over \$3 billion in sales, 1,000+ total printing establishments and employing approximately 20,000 people. South Carolina has ranked in the top 30 print markets in the nation, with over \$1 billion in sales, around 500 establishments, employing over 8,000 people. PICA is headquartered in Charlotte, NC. For more information, visit [www.picanet.org](http://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.

## Featured **Branded Merchandise**

# SUMMER BRANDED MERCHANDISE

## FLY'N AVIATOR SUNGLASSES

These sunglasses have classic aviator frame with large ad space on the temples. These feature dark, ultraviolet protective lenses with UV 400 rating to protect your eyes from the bright sun.



## SILKSCREENED TERRY VELOUR BEACH TOWELS

Use it at home, by the pool, or as a great gift idea for school graduation, wedding favors, or company giveaway's and promotion. We offer 21 colors to choose from. Has a nice doobby border finish.

With the use of our Water Based Inks the towels remain soft to the touch, while the ink penetrates more deeply into the towel making your logo last longer.

- **100% Cotton**
- **30x60 Terry Velour beach towels.**
- **21 Colors**



## SILIPINT™ REDESIGNED WINE GLASS

This redesigned stemless silicone wine glass features a polished outer surface, thick walls, and sturdy base - perfect for every camping trip, park picnic, pool party, and tailgate. Lightweight and odorless, this stunning glass will help make your imprint the star of any event.

- **Microwave-safe, Dishwasher-safe and Freezer-Safe**
- **Will not break, crack, chip, fade or scratch**
- **Perfect companion for indoor & outdoor dining, camping, tailgating, commuting**
- **Sturdy enough to hold liquids, flexible enough to carry in your pocket**



## BEACH-NIK

- **Hold Drinks, Wallet, Keys, Cell Phones And More**
- **Push Cone Into Ground, Sand Or Soft Surface To Stand Upright**
- **Optional Lid To Protect Your Belongings From Sand Or Debris**

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

**803-791-1786 or [info@SunSolutionsUSA.com](mailto:info@SunSolutionsUSA.com)**

Featured **Grand Format**

# VEHICLE WRAP IN MOTION

Our Grand Format team printed and shipped four vinyl Mustang wraps to Worcestershire England for the Academy Motorsport racing team (Erik Evans is the driver of the car) and eRock Marketing. The team said the print quality is "fantastic"!



Photograph by Paul Hayes

## VEHICLE WRAP SPECS

- 2019 Mustang GT350
- Full Wrap / Digitally Printed
- 3M IJ180 Vinyl
- 3M 8518 Gloss Laminate



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

**803-791-1786 or [info@SunSolutionsUSA.com](mailto:info@SunSolutionsUSA.com)**



# HEAD DOWN THE RIVER

A whitewater rafting trip combines some of the best parts of outdoor adventure—being on the water, viewing wildlife, and sleeping in a tent.

Booking a guided rafting trip means the outfitter creates the itinerary, provides the gear, plans the meals, and gives you peace of mind as you embark on your adventure. Here are some destinations to consider if a rafting trip is in your future:

## » San Juan River, Utah.

The Class II rapids on this warm-water river afford an easy entry into whitewater rafting. Part of what makes this a most unique experience is the land through which the river flows—remnants of ancient civilizations, pictographs and petroglyphs, Puebloan ruins, and Moki Steps all carved into the red rock canyons on either side of the river.

» **Gorges of the Lower Salmon River, Idaho.** This wide, meandering river takes rafters past some of the

most beautiful, sandy river beaches as it winds through the drier canyon country in Idaho's Seven Devils. The combination of this idyllic scene and the Class III rapids found in Demons Drop, Snow Hole, and Blue Canyon make this a great choice for those who want a bit of excitement.



## » Tuolumne River, California.

Those looking for a challenge should try the Class IV and V rapids of Cherry Creek and Main Tuolumne that flow out of Yosemite National Park. These waters take rafters through remote canyon sections of the beautiful

Sierra Nevadas on California's most exciting stretch of whitewater.

For more information about whitewater rafting trips, visit [www.oars.com](http://www.oars.com). ✓



## DAIRY IS YOUR FRIEND

*Here are a few dairy options and some of the ways they can help:*

- » **Hard cheese.** The lower water content in hard cheeses means they tend to contain more calcium than softer varieties. Parmesan and gruyere provide phosphorus and protein, which work with calcium to increase bone health.
- » **Ricotta cheese.** The whey protein in soft ricotta cheese may help lower blood pressure and risk of stroke. Fermented whey protein can also reduce the harmful bacteria *H. pylori*, benefitting your digestive health.
- » **Kefir.** A cross between yogurt and milk, this sweet and tangy drink contains natural probiotics to promote healthy digestion. Research has also shown it may improve immune function and reduce inflammation.
- » **Yogurt.** The potassium and calcium in yogurt can help prevent bone loss, and benefit immune function, digestion, and oral health. Plain Greek yogurt tends to offer the most benefit and helps you avoid unnecessary sugar. ✓

# FROM START TO FINISH, WE'VE GOT YOU!

Looking to start a new direct-mail marketing program but not sure where to begin?  
We're here to help!

An effective direct-mail campaign requires focused work from start to finish. Working with our team of professionals ensures that you walk through the process with confidence and anticipation for success!

The very first thing to consider is the goal you have for the campaign. This is the driving force behind the rest of the decisions you make regarding every step of the process, so spend time and be specific. Your hoped-for results should remain front and center.

With your goal in mind you can determine your target market and get to work on securing a mailing list. Will your efforts be focused on current clients or a broader audience that will require a purchased mailing list?

Next you'll work with our design team to create a piece that is focused on your specific marketing goals and target audience. This will take into account the offer you are making, the call to action you are presenting, as well as the printed format for your mailer.

The final two steps involve production and mailing preparation/distribution. We'll create beautifully printed pieces and take the hassle out of mailing things yourself. We remain current on postal regulations so you are sure your direct-mail pieces reach their destinations and have their desired impact! ✓



## TRIVIA

1. For how many Oscars has Meryl Streep been nominated?
2. After how many personal fouls is a player ejected from an NBA game?
3. What is the only continent without an active volcano?
4. How many eyes do honey bees have?

1 2 2 1 6 3 Australia 4 5

## Gutenberg's Army©



## TOP Ten

### Tallest Steel Roller Coasters

1. Kingda Ka, 456 ft
2. Superman: Escape from Krypton, 415 ft
3. Red Force, 367.3 ft
4. Fury 325, 325 ft
5. Steel Dragon 2000, 318.3 ft
6. Millennium Force, 310 ft
7. Leviathan, 306 ft
8. Intimidator, 305 ft
9. Orion, 287 ft
10. Thunder Dolphin, 262.5 ft



# CAN YOU GUESS THE YEAR?



## SEE IT TO BELIEVE IT

Hoping to give potential customers a real feel for what it's like to sit in the driver's seat of a Toyota Camry, the design team at Saatchi & Saatchi along with help from Structural Graphics created a removable magazine insert that did just that. Simply open the gatefold brochure by placing your thumbs on metal circles embedded in the die-cut car-door handles to reveal a pop-up Camry dashboard. Those metal circles are connected to a heart rate monitor that gives a readout where the radio would be in an effort to demonstrate how your body responded to the excitement of sitting in a Camry. So much attention to detail is sure to make an impression on any potential customer! ✓

The year was 2006.

- » Nintendo releases the Wii.
- » The Winter Olympic Games are held in Turin, Italy.
- » Walt Disney International and Bob Iger purchase computer animation film studio Pixar for \$7.4 billion.
- » After signing a one-day contract with the San Francisco 49ers, Jerry Rice officially retires from the NFL.
- » First ever tweet sent out by Twitter founder Jack Dorsey: "just setting up my twttr."
- » *High School Musical* debuts, starring Zac Efron and Vanessa Hudgens.
- » Construction begins on the Freedom Tower for the new World Trade Center in New York City
- » Tiger Woods at 30 becomes the youngest player to compile 50 PGA Tour wins.
- » FIFA World Cup is held in Germany.
- » Samuel Alito is sworn in as an associate justice of the Supreme Court of the United States.

## May Birthdays

- |                         |                           |
|-------------------------|---------------------------|
| Michelle Pratt – 04/08  | Guillermo Sanchez – 05/25 |
| Grayson Goodman – 05/08 | Dylan Fouste – 05/27      |
| Gage Mizzell – 05/09    | Cole Wollett – 05/27      |
| Cheryl Fuller – 05/12   | Robert Johnson – 05/29    |
| Chris Lerstang – 05/22  |                           |

## May Anniversaries

- Todd Cockrell – 3 years  
 Devin Wilkerson – 5 years  
 Cheryl Scott – 5 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](mailto:Jacob.Cook@SunSolutionsUSA.com)  
 Customer Service  
[info@SunSolutionsUSA.com](mailto:info@SunSolutionsUSA.com)

Fax  
 803.794.9487

Web  
[www.SunSolutionsUSA.com](http://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

