

NOVEMBER 2023



Under *the* Sun

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SIRIUS SKI GOGGLES

As the snow falls, the skiers head to the slopes. Available for purchase starting this month is a revolutionary set of ski goggles from Ostloong that combine everything a skier could want while on the mountain. The photochromic lenses adjust to the environment to help avoid snow blindness.

But they also include an embedded walkie-talkie, headphones, a 12mp camera for recording, an augmented-reality navigation system, an accelerometer, and a gyroscope. With easy-to-use buttons and a replaceable battery, these goggles are the ideal equipment for serious skiers.



HOLIDAY SAFETY TIPS

The festive atmosphere in our homes during the holiday season can have some hidden dangers. Being aware of these potential trouble spots is a good start.

This joyful time of year should be filled with good food and time with family, not dealing with tragedy that could be prevented. Here are a few ways you can keep things safe in your home this holiday season:

» **Tree maintenance.** It's common knowledge that it's necessary to water a real tree—but it's also really easy to forget to do it every day. Keeping a tree hydrated and away from heat sources is important to prevent a fire. If you choose an artificial tree, be sure it is fire resistant.

» **Candles.** The sparkle and glow of a candle is a lovely addition to a holiday gathering. Just be sure you aren't leaving those candles to burn unattended.

» **Wrapping paper.** Wrapping paper ignites quickly and burns intensely, so if your celebrations involve a fireplace, don't throw wrapping paper into the fire as it could cause a flash fire.

» **Indoor/outdoor lights.**

Any lights you use should indicate they have been tested by a nationally recognized laboratory—lights for indoor and outdoor use have to meet different standards. This means you should only use lights where they are designated to be used.

» **Holiday plants.** Though the presence of poinsettias, mistletoe, and holly may signal holiday time, they may also pose a threat to your four-legged friends. It's important to keep these plants out of your pets' reach, as ingesting any of them can cause physical harm.

» **Celebrate responsibly.** This time of year sees an increase in car accidents due to excessive drinking. If any of your holiday parties or gatherings involve alcohol, please have a plan for getting home safely. ✓



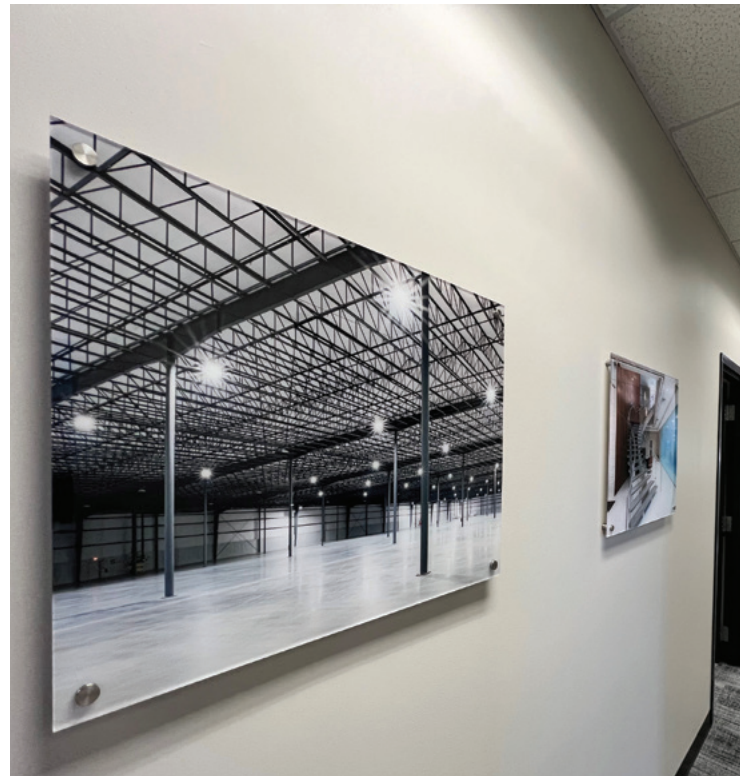
Featured **Grand Format**

ENHANCED WALL DISPLAYS

Enhance your office environment with wall displays that add a touch of class. These images are printed directly on the backside of clear acrylic panels. The panels are mounted to the wall using aluminum stand offs.

"We have utilized these acrylic panels in multiple offices over the years and have always been happy with the results. As far as working with Sun, their exacting standards always meet my expectations. Fast, fair priced, professional results. They are my go to company."

Brad
Vice President - Business Development



Contact our team for enhanced wall displays for your office environment!

803-791-1786 or info@SunSolutionsUSA.com

Featured **Branded Merchandise**

2024 SUN CALENDARS

Our 2024 Sun Calendars are in production. We have two sizes available 17" x 11" and 21" x 14". Sun calendars are FREE to all of our customers. **Pre-order yours now!**



To pre-order your calendars, contact your Sun sales representative.

803-791-1786 or info@SunSolutionsUSA.com

PRINTING FOR THE HOLIDAYS

Increased business around the holidays means increased opportunities to promote your company's products and services! A holiday card, statement stuffer, bag insert, or custom shape/full-color envelopes that seamlessly make their way into your customers' hands are just one way you can be sure your name stays front-of-mind around the holidays.

Don't shy away from those extra marketing touch points. Our team of professionals would love to work with you to create just the right holiday card, statement stuffer, bag insert, or custom shape/full-color envelopes to add a bit of sparkle to your holiday promotions!



Holiday Statement Stuffers



Custom Holiday Cards



Custom Holiday Bag Inserts

To order your holiday printed promotions, contact your Sun sales representative.

803-791-1786 or
info@SunSolutionsUSA.com



Custom Shape Envelopes

HOLIDAY FESTIVALS TO BRIGHTEN THE SEASON!


There is a glow to the holiday season that seriously starts to shine when the calendar flips to December. Here are some festive towns that really know how to make the season bright.

Christmas Town USA. Known the rest of the year as McAdenville, North Carolina, this town has been a holiday destination for over 65 years. A tree-lighting ceremony on December 1 starts the monthlong festivities. Features over 100 beautifully decorated homes, more than 250 evergreens lit up with more than half a million lights, and a bell tower that plays nightly seasonal music.

Ogden's Christmas Village. In the center of this Utah town, a winter wonderland comes to life with cottages modeled after Santa's North Pole Village. Visitors can take a free train ride around the village, being sure to stop at Santa's Castle for a visit with the man in red.




Ozark Mountain Christmas. Branson, Missouri is known for live entertainment throughout the year, so it's only fitting that they go big during the holidays. Parades and holiday shows, a zoo featuring live nativity animals and reindeer, and a Polar Express tour on the Branson Scenic Railway are part of what make this an ideal holiday destination.

Bentleyville "Tour of Lights." For a real North Pole feel, consider heading to Duluth, Minnesota for their walk-through holiday lighting extravaganza. With over five million lights on display in Bayfront Festival Park on the shore of Lake Superior, visitors to this free attraction are sure to get in the holiday spirit! 



Tips for a Healthy Holiday Season

The go-go-go of the holidays can leave us feeling depleted. Here are a few tips for taking care of yourself during this wonderful time of year:

- » Wash your hands. It may sound like a broken record, but clean hands are such an important way to prevent the spread of germs.
- » Manage stress. If your to-do list is overwhelming, take a step back. Plan a low-stress coffee date with a trusted friend or find help in other areas if needed.
- » Sleep. It's easy to put sleep and even moments of rest on the back burner when there are lots of demands for your time. But you will be able to handle all that's on your plate better if you are rested rather than running on fumes.
- » Eat well. This can be particularly difficult during this time of year, but being sure to fuel your body with foods that will actually keep you going rather than slow you down is important for your physical and mental well-being. 

A LITTLE SOMETHING EXTRA

Your normal correspondence and face-to-face interactions with customers are the ideal place to promote your company.



There are likely multiple ways that your company engages with its customers either through the mail or face-to-face. Be sure to take advantage of these opportunities for positive interaction! Here are two things to consider:

Statement stuffers


If you send a monthly statement or invoice to a customer, a statement stuffer is a remarkably easy piece to add. Promoting a new product or service, giving information about an upcoming event, detailing changes to a service you currently offer, and providing coupons or other incentives can all be done with a well-designed statement stuffer.

Without spending money on extra postage, your company is able to send communication that can increase sales and connection.

Bag inserts

Similar to statement stuffers, these inserts are easy to include with any purchase. A bag insert that features a special offer or informs the recipient of an upcoming sale is a low-impact way to have a high impact on your sales goals.

Make use of what's already in front of you with statement stuffers and bag inserts that keep your customers connected to your company! 📌

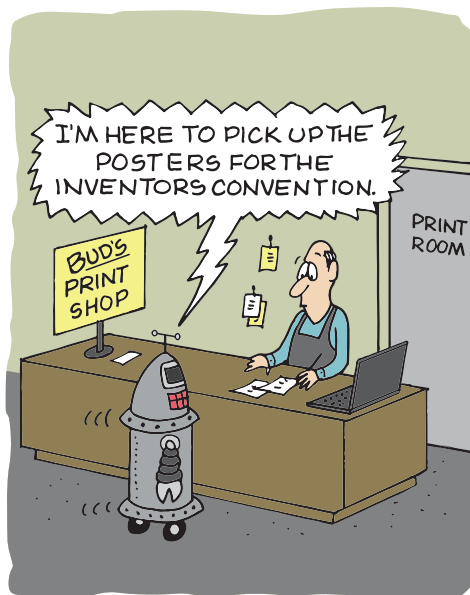


TRIVIA

1. When was the company Nike founded?
2. Who invented scissors?
3. Which two states in the U.S. share the most borders with other states?
4. What is the longest above-water mountain range?

1) 1971 2) Leonardo da Vinci 3) Tennessee and Missouri 4) The Andes

Gutenberg's Army©



TOP Ten

Longest Road Tunnels

1. Laerdal, Norway, 15.2 miles
2. WestConnex, Australia, 13.7 miles
3. Yamate Tunnel, Japan, 11.3 miles
4. Zhongnanshan, China, 11.2 miles
5. Jinpingshan, 10.9 miles
6. St. Gotthard, Switzerland, 10.5 miles
7. Tiantaishan Tunnel, 9.7 miles
8. New Mount Zigana Tunnel, Turkey, 9.0 miles
9. Ryfylke Tunnel, Norway, 9.0 miles
10. Mount Ovit Tunnel, Turkey, 8.9 miles



CAN YOU GUESS THE YEAR?



- » Bill Gates and Paul Allen found Microsoft in Albuquerque, New Mexico.
- » Muhammad Ali defeats Joe Frazier in a boxing match known as the "Thrilla in Manila."
- » *Jaws*, *The Godfather Part II*, and *One Flew Over the Cuckoo's Nest* are released.
- » The Vietnam War ends.
- » "Rhinestone Cowboy" single released by Glen Campbell is the Billboard Song of the Year.
- » Jimmy Hoffa disappears, never to be seen again.
- » BIC launches first disposable razor.
- » The British Conservative Party chooses Margaret Thatcher to be its first female leader.
- » *Saturday Night Live* and *Wheel of Fortune* debut on NBC.

The year was 1975.

THE GIFT IS IN THE MAIL

Form and function are a hallmark of great marketing. These promotional coasters from Fizz combine both in a marketing piece that encouraged patrons to interact with their products in a unique way. The eye-catching color scheme and design elements of the pulp-board coasters enticed users to scan the printed QR code with their smartphone to find out more about how a particular drink is made or discover different food pairings. Tied together with a handcrafted belly band that detailed what the QR codes were for, these simple coasters provided the right amount of entertainment and purpose. ✓

November Birthdays

- | | |
|-------------------------|--------------------------|
| Donnie Arrowood – 11/05 | Bernard Murray – 11/14 |
| Marie Jones – 11/07 | Chad Todd – 11/15 |
| Scott Cato – 11/09 | Amanda Boltin – 11/29 |
| Cheryl Scott – 11/10 | Dennis Doolittle – 11/29 |
| Doug Delaney – 11/12 | |

November Anniversaries

- Robert Johnson – 3 years
 Jeff Underhill – 3 years
 Steven Manning – 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
 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.

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