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Under *the* Sun

N E W S L E T T E R



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PANTONE REVEALS 2024 COLOR OF THE YEAR

PANTONE 13-1023 Peach Fuzz breeds 'nurturing, empathy and compassion,' the company says

The color of the new year is just peachy. Pantone has officially crowned PANTONE 13-1023 Peach Fuzz as its 2024 Color of the Year. In a press release, the color brand described the shade of choice as a “velvety gentle peach whose all-embracing spirit enriches mind, body and soul.”

Pantone addressed that during a “time of turmoil in many aspects of our lives,” the need for “nurturing, empathy and compassion grows ever stronger, as does our imaginings of a more peaceful future.”

Pantone Color Institute's executive director Leatrice Eiseman commented in a statement that the “cozy peach hue softly nestled between pink and orange” conjures up an “air of calm.” She added that the color offers “a space to be, feel and heal and to flourish ... whether spending time with others or taking the time to enjoy a moment by ourselves.”

“Drawing comfort from PANTONE 13-1023 Peach Fuzz, we can find peace from within, impacting our well-being,” Eiseman went on.

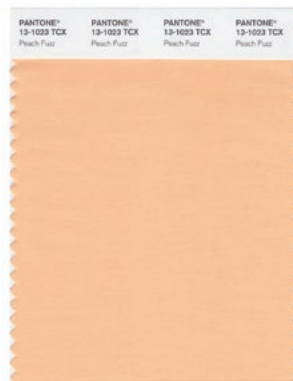
This year marks the 25th anniversary of the Pantone Color of the Year program. The program was first introduced in 1999 with PANTONE 15-4020 Cerulean Blue.

Each year's selection serves as “an expression of a mood and an attitude on the part of the consumer,” according to the company.

“Through the years, the Pantone Color of the Year program has become a globally iconic cultural touchstone, drawing attention to how what is taking place in our global culture is reflected and expressed through the language of color,” Pantone noted.

“In the spirit of PANTONE 13-1023 Peach Fuzz, we reflect back on the last 25 years of the Pantone Color of the Year program, grateful to provide an avenue where designers and color enthusiasts all over the world can engage in a conversation about color, be inspired by color and showcase their creativity within their communities,” said Pressman.

She added, “We look forward to continuing this for many more years to come.” 🍑



Featured **Grand Format**

MAKE A GRAND FIRST IMPRESSION IN 2024!

Your signage can be the first introduction to your brand. Make it count!

Our Grand Format team designs and produces high-quality indoor and outdoor signs. Our team uses the best materials to make your signs look great aesthetically and durable to last a long time in a variety environments.



To order a new or update your indoor or outdoor signs, contact our team at:

803-791-1786 or info@SunSolutionsUSA.com



ARE YOU REALLY SAVING MONEY?

The ins and outs of money are, for most people, a part of life that requires a good deal of attention. Here are a few ways you may be trying to save money that might actually be costing you more in the long run.



» **Buying in bulk.** More isn't always better, especially when it means some of what you buy goes to waste. While purchasing things like toilet paper in large quantities makes sense, the same may not be true for potatoes. Perishable items may spoil before you use them up or be cumbersome to store as you work to use them. So even though the price seems right on a bulk purchase, be sure you have a plan for what you're taking home.

» **DIY projects.** The internet is replete with instructions on how to tackle every project you have on your to-do list. But that doesn't always mean choosing to do it yourself is the less-expensive option. Work that is done incorrectly or requires special tools means increased cost. Your time is also worth something. Paying a professional who can focus on the job and complete it correctly (and has to fix it themselves on their own time and dollar if they make a mistake) can be the more cost-effective option.

» **Shopping multiple stores.** When it comes to shopping for groceries or other frequently used items, it can seem frugal to visit multiple places to take advantage of their weekly sales. And while this may be effective for certain items, driving around town to save a few dollars at each store may not be worth the time and gas money you're spending to make it happen.

» **Buying cheap.** While it may not always be possible to purchase higher-priced, higher-quality items, it is something to consider when acquiring items you're hoping will last multiple years or seasons. It is worth it to save up money for high-quality clothing, furniture, shoes, and tech items rather than buying something cheap that will need to be replaced frequently. ✔

Featured **Branded Merchandise**

EMBRACE THE COLD WITH CUSTOM BRANDED MERCHANDISE

Embrace the cold for Winter 2024 by promoting your brand with these warm merchandise items!



Port Authority® Rib Knit Cuff Beanie

With its combination of rib knit textures, this popular beanie style fits closer to the head for a more polished look.

FEATURES & BENEFITS

- With its combination of rib knit textures, this popular beanie style fits closer to the head for a more polished look.
- One Size Fits Most
- Fabric 100% acrylic
- Features 2x2 rib knit at cuff, 1x1 rib knit at crown

Port & Company® Fan Favorite™ Fleece Crewneck Sweatshirt

You'll be the biggest fan of this smooth-faced fleece.

FEATURES & BENEFITS

- 8.5-ounce, 80/20 ring spun cotton/poly
- 75/25 ring spun cotton/poly (Athletic Heather)
- 50/50 ring spun cotton/poly (Dark Heather Grey)
- 100% ring spun cotton face (except Athletic Heather and Dark Heather Grey)
- Removable tag for comfort and relabeling
- Locker patch
- Twill-taped neck
- Ideal for direct to garment (DTG) printing



To order your Winter Custom Branded Merchandise, contact your Sun sales representative or call/email:

803-791-1786 or info@SunSolutionsUSA.com



MAKE TECHNOLOGY WORK FOR YOU WHILE TRAVELING

Like most areas of our lives, when it comes to planning travel there's likely a mobile app that can help. Developers have created a few that are worth considering when you have places to go.

» **Hotel Tonight**—For the last-minute traveler, Hotel Tonight can connect you with same-day hotel reservations, often at steep discounts. While you are able to book in advance through the app, the best deals are for same-day bookings.

» **iExit**—Whether traveling cross-country or merely across your state, knowing what's at each Interstate exit can make things a whole lot more enjoyable. iExit lets the traveler know, from gas stations to ATMs, what's near each exit. Only want to stop at certain restaurants or gas stations while you travel? Just add them to your favorites list, and iExit will let you know when they're coming up on your route.

» **Roadtrippers**—Built for the travelers who love the open road, this app highlights unusual roadside attractions, museums, restaurants, and more. Simply input your destination and then add the site or sites you want to see, and Roadtrippers will plan your route accordingly.

» **Hopper**—A flight-price monitoring app, Hopper tracks prices and provides advice on the best time to buy. The app will notify you when the price drops and even give you a date when it expects the price will rise again. ✔



Beat the Winter Blues

Fewer hours of sunlight during the winter days certainly plays with our moods. Here are a few things you can do to keep the blues at bay:

- » Think like a northerner. People living in places where the hours of daily sunlight are in the single digits must develop a positive winter mindset. Light a fire or a candle, make a snowman or go skating, and drink warm beverages. Make the most of the season with a positive outlook.
- » Get outside. Find ways to move your body—even better if you can do it outside. Regular aerobic exercise is effective at combating depression, and taking your activity outside means you get the added benefit of some vitamin D on your skin and bright sunlight that improves your mood.
- » Be social. Whether or not it's cold where you live, people tend to hibernate a bit in the winter. But spending time with others, especially others who make you laugh, can decrease stress hormones and increase your positive mood. ✔

MAKE A SOLID IMPRESSION WITH BOOKLETS AND CATALOGS

Booklets and catalogs that are well laid out, engaging to read, and feature your products and services are a printed piece you should be prioritizing when it comes to connecting with customers and prospects. Here are a few things to consider as you're putting together booklets and catalogs:

» **Layout.** An organized booklet or catalog will be easier for your customers to interact with than one that is poorly laid out. Consider the flow of information you want to present, and then plan the layout accordingly. Page numbers along with a table of contents are also helpful.

» **Engaging.** You want your booklet or catalog to open people's eyes to what you can provide, but they won't want to thumb through it if it's not visually appealing. A black-and-white, text-only listing of products will not grab anyone's eye. Be sure to use images that will entice the reader to spend a few more minutes perusing the piece.



» **Products and services.**

There is a difference between a comprehensive catalog and a booklet specific to one product or service line. Both distribute information, but one may be better than the other in certain applications. You will need to determine what works best for your company.

Our team is here to help you sort through all the options when it comes to booklets and catalogs. Bring your project to us and we'll make good things happen! ✓



TRIVIA

1. What is "cynophobia"?
2. Which monarch officially made Valentine's Day a holiday in 1537?
3. From which country does Gouda cheese originate?
4. Who named the Pacific Ocean?

1) Fear of dogs 2) Henry VIII 3) Netherlands 4) Ferdinand Magellan

Gutenberg's Army[®]



TOP TEN

Most-Watched Halftime Shows
(in millions of viewers)

1. Katy Perry, 118.5
2. Lady Gaga, 117.5
3. Coldplay, 115.5
4. Bruno Mars, 115.3
5. Madonna, 114
6. Hip-hop legends, 112
7. Beyoncé, 110.8
8. Justin Timberlake, 106.6
9. Jennifer Lopez & Shakira, 104
10. Maroon 5, 98.2



CAN YOU GUESS THE YEAR?



- » George Foreman defeats Joe Frazier to win the heavyweight world boxing championship in Kingston, Jamaica.
- » U.S. involvement in the Vietnam War ends with the signing of the Paris Peace Accords.
- » *Skylab*, the United States' first space station, is launched followed by *Skylab 2*, which is sent into orbit on a mission to repair some damage to the first *Skylab* space station.
- » *The Godfather* wins the Oscar for best picture.

- » Sydney Opera House in Australia is opened by Queen Elizabeth II after 14 years of construction work.
- » The Sears Tower in Chicago is topped out, becoming the world's tallest building at 1,451 feet (442 m).
- » One of the longest total solar eclipses, with totality lasting just over seven minutes, takes place over the African continent.

BOOKLETS AND CATALOGS

As the fresh year continues to unfold, consider the impact an updated set of booklets and catalogs could have on your company's bottom line. Improved connection during sales calls and ease of distribution at trade shows or other events are great reasons to keep a supply of booklets and catalogs on hand.

Talk to us about creating custom booklets and catalogs that make your company's products and services shine! ✓

The year was 1973.

January Birthdays

- | | |
|-----------------------|--------------------------|
| Dee Snider – 01/03 | Wayne Zamora – 01/12 |
| Robert Bryant – 01/04 | Sabrina Battle – 01/16 |
| Chris Curry – 01/06 | Amanda Galloway – 01/25 |
| Joyce Tillage – 01/06 | Michelle Dolezal – 01/26 |
| Samaria Snow – 01/07 | Sammy Cook – 01/28 |
| Dylan Musick – 01/07 | Sam Emenheiser – 01/28 |
| Tom Johnson – 01/09 | Steven Manning – 01/28 |

January Anniversaries

(No anniversaries)

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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