

APRIL 2024



Under *the* Sun

N E W S L E T T E R

INSIDE THIS ISSUE:

PAGE 2

Strike Up a Conversation

PAGE 3

Featured Grand Format:

Branding Sod Solutions

Trade Show Booth

PAGE 4

Featured Branded Merchandise:

Golf Branded Merchandise

PAGE 6

The Crystal Coast, North Carolina

PAGE 7

Make Your Pieces Your Own

PAGE 8

The Goat Barn

HELLO
APRIL





STRIKE UP A CONVERSATION

There are people in this world who are natural conversationalists, equally a pleasure to talk with and listen to. But for many, the art of small talk, and even deeper conversations, can be intimidating.

Given the many times in life when simply striking up a conversation is the socially expected thing, it would be wise to have some starters ready. Here are a few to keep in mind:

» ***How was your day?*** This phrase seems straightforward and maybe too obvious, but it's an open-ended question that can launch a pleasant interaction.

» ***What are you up to these days?*** A simple question that allows the other person to share a bit about what makes them tick. No matter the answer, you are given a bit of a peek into their life, which can get the ball rolling on different topics.

» ***Are you having a good time?*** A shared experience like a convention or large party will likely include people you don't know. Asking if a person enjoys the event is better than awkwardly standing around. It's an easy icebreaker.



» ***What are you working on right now?*** This question could go in different directions: either the person will share about projects at work, or they may talk about a hobby they're spending time on.

Either way, they get to share a bit about themselves.

» ***What's the best thing that ever happened to you?*** While this one may seem too personal for an opener, it just might be the question that gets the conversational ball rolling.

» ***When you were younger, what did you want to be when you grew up?*** This is another more personal question with a wide scope, opening many avenues for deeper conversation.

Keeping these questions in mind will help you strike up a conversation to make others feel more comfortable or simply to pleasantly pass the time. ✓

Featured **Grand Format**

BRANDING SOD SOLUTIONS TRADE SHOW BOOTH

Our Grand Format team recently delivered a branded trade show booth for Sod Solutions. We produced table covers, two-sided backlit displays, pop-up banners, and more. We also offer branded attire, printed collateral, branded merchandise, kiosk displays, and multimedia. Sun Solutions is truly a turn-key provider for a client's show presence with brand consistency for all elements of a booth.



To have a brand presence like Sod Solutions for your trade shows, contact our team at:

803-791-1786 or info@SunSolutionsUSA.com

Featured **Branded Merchandise**



Cooler Caddy Junior

This Cooler Caddy Junior makes it easy to bring the party to the golf course! Made of 600 Denier Polyester, this cooler features a fully insulated main compartment with a heat sealed liner and can hold six cans with ice. There is plenty of additional storage in two zippered outside pockets with mesh organizers, two outside mesh pockets for quick access, a large handle, and an adjustable shoulder strap. Order a minimum of 20 pieces in an assortment of colors and imprint methods for a great cooler that will let you stay out on the green all day! One Color Imprint or Deboss. Full Color Heat Transfer available for additional charges.



FEATURES:

- **Material:** 600 Denier Polyester
- **Dimensions:** 9"L x 6.5"W x 11"H
- Fully insulated main compartment with heat-sealed liner
- Holds six cans plus ice
- Two additional zippered outside pockets with mesh organizer
- Two outside mesh pockets for quick access
- Large handle and adjustable shoulder strap



Approximate Product PMS Colors:

Navy Blue (295), Green (3308), Red (201), Royal (2728), Gray Heather

PRICING:

As low as \$21.45 each (plus shipping and handling)

(Min. order quantity 20 bags.)

Golf Scorecard Holder

With this Golf Scorecard Holder, keeping track of everyone's score has never been easier! This convenient accessory holds a scorecard neatly in place and features an elastic loop to secure your pencil. You will like this holder so much that you won't want to put it down long enough to swing your club. Use a debossed or silkscreen imprint method to receive a product that is as stylish as it is useful! One Color Imprint or Deboss and can mix item colors if needed.

FEATURES:

- **Material:** UltraHide Simulated Leather
- Elastic pencil loop
- Holds card securely in place with elastic straps
- Protects scorecard from the elements
- Dimensions: 4.25"L x 0.25"W x 7"H

PRICING:

As low as \$7.00 each (plus shipping and handling)



Colors: Black, Navy



(Min. order quantity 50 holders.)



XL Elite Shoe Bag

This upscale XL shoe bag is the perfect way to keep your shoes and other belongings protected while in transport. Made of 600 Denier Heather Polyester, the bag includes features your clients will love, like a zippered u-shape main compartment with extra large side ventilation panels, two side mesh pockets with upgraded high-quality mesh and a padded top carrying handle. One Color Imprint. Full Color Heat Transfer available for additional charges.

FEATURES:

- Zippered main compartment with extra large storage capacity that not only fits your shoes but also has extra space for a towel and other necessities
- Large side ventilation panels
- Two side mesh pockets with upgraded high-quality mesh
- Padded top carrying handle



(Min. order quantity 20 bags.)

PRICING:

As low as \$14.73 each (plus shipping and handling)

To order your custom Branded Golf Merchandise, contact your Sun representative or call/email:

803-791-1786 or info@SunSolutionsUSA.com



THE CRYSTAL COAST, NORTH CAROLINA

While many people visit the Outer Banks in North Carolina, the Crystal Coast—the 85-mile stretch of beaches known as the Southern Outer Banks—is often overlooked.

Here are some reasons the Crystal Coast is an excellent vacation choice:

» **Stargazing at Cape Lookout National Seashore.**

At the northern tip of the Crystal Coast, this 56-mile stretch of coastline is officially an International Dark Sky Park, meaning you can view all things celestial here without man-made light interference.

» **Fort Macon State Park.**

Both Union and Confederate soldiers used this 19th-century fort during the Civil War, and as a federal prison during the Spanish-American War. Restored soldier barracks, military uniforms, weaponry displays, exhibits detailing military life, and five miles of hiking trails are worth the visit.



» **Scuba diving in the “Graveyard of the Atlantic.”**

The waters off the Outer Banks are home to approximately 2,000 shipwrecks. That, along with average water temperatures of 80 degrees and more than 100 feet of visibility, makes it a unique place for scuba diving.

» **Wild ponies.** Shackleford Banks, the southernmost part of Cape Lookout National Seashore, is an 8.5-mile barrier island that's home to a band of wild horses. While searching for shells, watching for birds, or casting for croaker, trout, or king mackerel, keep your eyes out for the 100 ponies that call the island home.

For more ideas about visiting this unique area, visit crystalcoastnc.org ✓



Master the Art of the Nap

Not all naps are created equal. While sleep cycles can vary from person to person, they generally follow a predictable pattern:

Stage one—dozing off, usually lasts one to five minutes.

Stage two—light sleep, usually lasts 10-60 minutes, but 20 minutes is average.

Stage three—delta or deep sleep, usually lasts 20-40 minutes.

Stage four—REM sleep, usually lasts 10-60 minutes and often ends around 90 minutes after falling asleep.

On average, a 10-to-20-minute power nap means entering light sleep but waking before deeper sleep takes hold, so you wake feeling energized. A 90-minute snooze gets you through all the sleep stages and can help you recover lost sleep from the night before. It's best to avoid 30- and 60-minute naps since they interrupt the sleep cycle and can leave you feeling less alert.

MAKE YOUR PIECES YOUR OWN

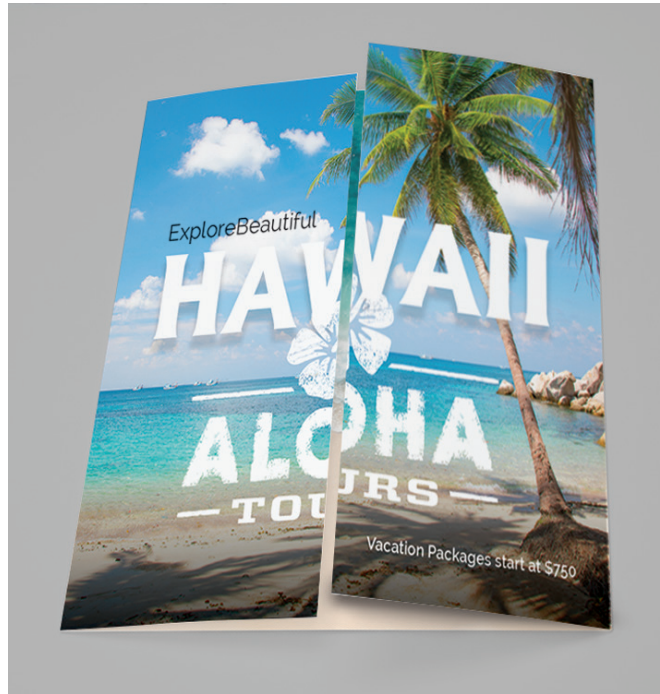


While believing that your printed project will be fine without some finishing work may be tempting, think again!

Here are some of the bindery and finishing options you should consider when creating a printed piece:

» **Folding.** Pieces like brochures and mailers benefit from letter, French, gate, accordion, half, and z-folds. The purpose of your project will determine the fold you should choose.

» **Binding.** Saddle stitching involves stapling down the fold line of a piece. Perfect binding gathers pages together and glues them to the center of a heavier-weight cover. Wire and comb binding attach pages like a spiral-bound notebook.



» **Embossing and debossing.** Call attention to certain parts of a printed piece by making the design element stand out or indent into the page.

» **Varnishing.** This liquid coating is applied during the printing process to make a piece shine. Spot varnishing can be done to highlight a specific area of a printed piece—for example, your company's logo.

These and several other bindery and finishing options are easily accomplished and can take your printed project to the next level. Be sure to ask us about incorporating them into your printed pieces! ✓



TRIVIA

1. What is the collective name for a group of unicorns?
2. Which country drinks the most amount of coffee per person?
3. How many times per day does the average American open their fridge?
4. In what decade was Madonna born?

1) A blessing (2) Finland (3) 33 (4) 1950s

Gutenberg's Army©



TOP TEN

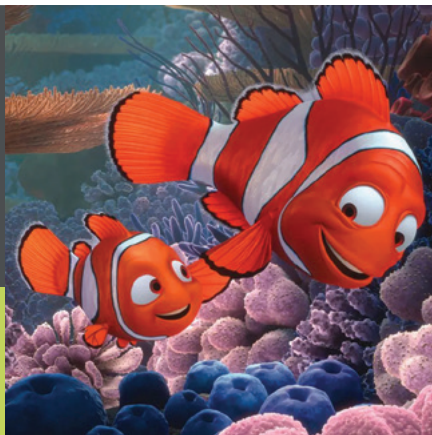
Top 10 Smartest Birds

1. Ravens
2. Crows
3. African Grey
4. Kea
5. Amazon Parrots
6. Macaws
7. Cockatoo
8. Blue Jays
9. Woodpecker Finch
10. Clark's Nutcracker



CAN YOU GUESS THE YEAR?

- » The Federal Republic of Yugoslavia is renamed Serbia and Montenegro.
- » The Iraq War begins as the U.S. and allied forces invade Iraq.
- » Tesla Inc., the American electric car company, is founded by Martin Eberhard and Marc Tarpenning in San Carlos, California.
- » Social-networking service Myspace is launched.
- » Britney Spears becomes, at age 21, the youngest singer to receive a star on the Hollywood Walk of Fame.



- » *Finding Nemo*, *Pirates of the Caribbean*, and *Lord of the Rings: The Return of the King* are released in theaters.
- » Voters recall California Governor Gray Davis and elect Arnold Schwarzenegger to office.
- » Apple opens its iTunes Music Store with 200,000 songs.

THE GOAT BARN

Whimsical printed pieces draw attention simply because we can't ignore them. When working with Japanese papermaker Takeo, the creative people at Eminent in Malaysia dreamed up a three-dimensional, realistic-looking goat barn complete with little goats holding mandarin oranges. Goat barns are prevalent in Malaysia, and the promotion coinciding with the Chinese Year of the Goat lent significance to this creation. Presented as a gift during the Chinese New Year tradition, this intricately designed box, featuring interlocking fold mechanisms and subtle touches of gold foil, left a lasting and delightful impression on its recipients, showcasing meticulous detail and goodwill. ✓

The year was 2003.

April Birthdays

Michelle Pratt – 04/08
David Hodge – 04/19
Michael Hammond – 04/20
John Burrows – 04/21

April Anniversaries

Chad Todd – 10 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.

SUN SOLUTIONS IS PROUD TO BE A

