



A bird's eye view of the NEW bindery department's home. In the foreground are the Duplo and Müller Martini stitchers.

New digs for the bindery!

With little fanfare and much grunting, the bindery department moved into the former pressroom at the end of July.

“We are thrilled to have all of our equipment in a logical workflow,” noted bindery coordinator JoAnne Estes. “It’s organized, it’s clean, it’s neat!”

The move is another step in McClung’s expansion since the 10,000 sq. ft. Huffman Press Room was built in 2007.

Are your other suppliers growing during this recession? Ask to find out how we do it!

McGraphics TIPS OF THE TRADE

McClung Companies

An Employee Owned Company

July/August 2009

4 reasons people don't buy

With the economy crunch, all business pros are watching every advertising dollar with great scrutiny. One answer for affordable contact is postcards sent by direct mail. You can get your message to a targeted group of prospects or to your existing customers for a cost of about 25–30 cents each, including postage.

Postcards generate leads, create sales, ask prospects to give you a try or convince existing customers to buy more or buy more often. Think about the biggest benefit of marketing with postcards: regular, repeated mailings create big predictable results. When you mail every 30 or 60 days for an extended time, you will see clients respond to the repetition.

There are really on four reasons people don't buy your products and services. See if you agree with any of these...

1 No need

When people don't buy from you, it's because they don't want or recognize the need that you may fill.

Save lots of time, effort and money by targeting your postcard mailings to groups of people who have demonstrated they want your product or service.

2 No money

Businesses and consumers don't usually avoid purchases because they don't have or can't get the money necessary to purchase.

They usually don't buy because they decide buying something else is more important to them.

3 No hurry

People tend to drag their feet after they contemplate to buy something. The longer they wait to purchase, the more

likely they are to forget why your product or service is valuable or even absolutely necessary. Keep your message in front of them, reminding them with repetitive mes-

sages how important and beneficial it can be to make a purchase.

The reason repetitive mailings are so effective is that they remind your customers and prospects of what they are missing by not having your product or service working for them.

4 No trust

Most people's fear of losing something is a bigger concern than getting something that they want. This fear causes them to frequently avoid buying something they truly want. They don't want to buy and then find out that your product or service won't solve their problem. They don't want to feel at a loss for not getting a solution to their problem.

You must remove risk and fear of doing business with you. State clearly the features and benefits of your products and services. Remember to set a stage of urgency to get the value of your products and services. Provide your product or service in a timely and competitive way so prospective clientele can trust that they will get the benefits your promised.

Postcards are a perfect low cost medium to overcome the reasons people don't buy. Use postcards in repetitive mailings and help your business soar.

—Printalk

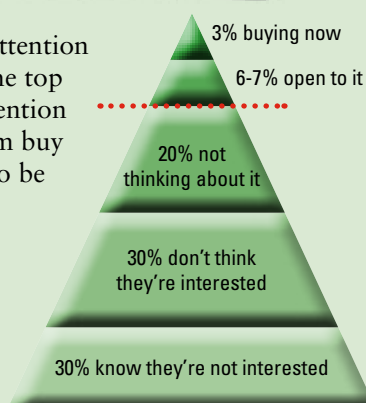
So... when do people buy?

Whether you are a nonprofit association, charity, school or a for-profit business, this question is of utmost importance. Your organization's lifeblood is revenue. If you don't have a steady stream, you eat into reserves (or already earned wealth). So, when clients are ready to buy/donate, you need to be ready to receive.

Here's a chart that I think is helpful. It represents a study by author Chet Holmes on people's buying patterns and behavior. Adequate sales and donations are not going to be accomplished in one campaign or one request. People will buy when they are ready. If we accept this, then we know our job as communicators is to position our message in a compelling and consistent manner.

The goal is to grab the attention of the “ready” buyers (the top 10%) and keep their attention long enough to help them buy your product. We need to be “present” when they are ready. Ultimately, your marketing goal is to achieve “*Top of Mind*” position for your product or service.

—Tom Trevillian



FALL TRAINING?

What classes would you like to attend during our

OPTIONS INCLUDE:

- InDesign
- Photoshop
- Acrobat/Preparing Files
- Direct Mail Marketing
- Web-to-print (using online Printable stores)
- Illustrator
- Quark

E-mail your reply to our **TRAINING GURU RICK BUKOSKEY** at rickb@mcclungco.com. Your reply will help us prepare the class schedule.

Care & feeding of script type

Perhaps the most expressive of all letter styles, scripts can project a mood, create a sense of the era in which they were first written and reflect the tools used to create them. Here are six tips to ensure your scripts are well maintained.

1. Use with care in text

Make lines of text in a script typeface more engaging by setting copy in narrow columns. Adding a little extra space between lines of copy will also make the copy more inviting and help the reading

Tend to your script typefaces carefully with these six tips for appropriate use.

process by reducing the chance of “doubling” (reading the same line twice). Scripts should also be set large. Their x-heights are usually small, which means that most are difficult to read below 14 or 18 point.

2. Be brief in display environments

Be brief when using a script typeface to set headlines or other large copy. Script faces are not that much easier to read in large sizes than they are in small. Headlines, subheads, pull quotes and other blocks of large script type should normally be kept to about six words. Very long words are not as easy to read in a script typeface as are short words.

3. Don't mix scripts

There is a typographic tenet that cautions against using two sans serif typefaces in the same document. The same goes for script fonts. Because of their strong design personalities, each design

wants to go its own way and make its own statement.

4. Avoid kerning, letter spacing

Don't kern or letter space script characters. Script typefaces mimic their handwritten brethren. The individual characters flow into each other, creating a continuous ribbon of typographic communication.

5. Take care with capitals

Never set all-cap copy in a script typeface. Script caps are designed to fit snugly next to lowercase characters. If set together, they will become entangled with the next character, creating a typographic jumble. There is a place, however, where script capitals can work by themselves: They make wonderful initial letters to introduce a paragraph or block of copy.

6. Use scripts sparingly

It's easy to overuse scripts. They should be put into service only when appropriate to the situation and message. Parts lists, quarterly reports, lengthy brochures and the like are not the place to show off your collection of script fonts. Slide presentations and signage are also environments where scripts can actually impede understanding and should be avoided.

—Printalk

PS: The drop cap font is Englische Schreibschrift and the pull quote font is Amaze. A few more of our favorites:

Poppl-Residenz abc 123

Le Griffe abc 123

Snell Roundhand abc 123

McClung honors employees

Craig Bennett, Julie Fisher and Lisa Tyree were recently chosen Employees of the Quarter at McClung Companies. Bennett is an estimator and Fisher and Tyree are customer service representatives. Established in 1992, the award is based on recommendations from fellow workers and recognizes McClung employees who display extraordinary dedication to their jobs.


“These three folks have been key to integrating Kaminer & Thomson customers with McClung,” noted Dave Perkins, McClung Vice President. He added, “This team has worked diligently with Anne Cleveland, former owner of Kaminer & Thomson, to bring her clients into the McClung family. Together they helped streamline the workflow and answer questions and concerns.”



Lisa Tyree, Craig Bennett and Julie Fisher.

Bennett has worked almost four years at McClung and has 26 years of experience in the printing industry. He lives in Waynesboro. Fisher has worked five years at McClung and has six years of customer service experience. She lives with her husband and daughter in Lyndhurst. Tyree has worked nine years at McClung and has 24 years of experience in the printing industry. She lives in Stuarts Draft with her husband.

TOM'S WORD



Sticky, icky dog days

by Tom Trevillian,
President and
CEO

The dog days of summer are almost over. Even though this summer has been relatively cool compared to summers of recent memory, August still conjures up memories of HOT muggy days.

This recession reminds me of those dog days: sort of sticky, icky, not fun, and painful.

As I write this, I am at Myrtle Beach with my family, all 12 twelve of us!! My youngest granddaughter got plastered by a wave, knock right off her feet. Evelyn, who is 3, got right back up and charged right back into those pounding waves. I could not help but applaud her spirit.

Now, that's what we need! That can do, never say quit, stick it out, slug on through pigheaded determination.

Come on! We are almost through this recession, the nasty dog days part for sure. It may have knocked you down, made you uncomfortable, but you are almost through it.

As communicators we have got a story to tell. Let's get the WORD and GRAPHICS out.

MCWORD OF THE DAY

Against the grain ▪ Folding or feeding paper at right angles to the grain direction of the paper.

For a complete printing word list, see www.mcclungco.com/glossary/

McQUIZ

What was the most important thing you forgot on your vacation this year?

E-mail answers to mcmarket@mcclungco.com by Sept. 18. Be sure to include your name and phone number. One name will be drawn from all entries and will receive a cool gift certificate!


Employees of McClung Companies not eligible to enter. **Congratulations to Beth Simpson of the Southern Baptist Conservatives of Virginia for winning last issue's McQuiz!** Thomas Jefferson wrote the Declaration of Independence.

SOLUTIONS IN PRINT

MC

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This newsletter's environmental savings

| | | |
|---------------------|---------------------------|------------------------|
| 0.4 trees | 1.16 lb. waterborne waste | 171 gallons wastewater |
| 19 lbs. solid waste | 37 lbs. greenhouse gases | 285,600 BTUs energy |

This newsletter is printed on Sterling Gloss Text, which contains 10% post-consumer waste. Environmental savings calculated with the Environmental Calculator at www.mohawkpaper.com for one year's printing of this newsletter.

- Training
- Graphic Design
- Offset & Digital Printing
- Finishing
- Mailing
- Fulfillment Systems
- Warehousing
- Web-to-Print
- Website Development

The person who knows everything has the most to learn. —Anonymous