

## LARRY'S WORD



Understanding exactly how we can best meet your needs is becoming more and more of a passion here at McClung.

The communications world is changing and we're changing right along with it. 20 years ago none of you would have been surprised that we could print your 12 page saddle-stitched brochure, but I bet none of us would have guessed that 20 years into the future we could still print that brochure, but add some spot UV coating, insert it along with six other blind match pieces into an envelope and mail it while simultaneously building you a high-end fully integrated website, offer you award winning SEO results, and consult with you on an appropriate social media strategy. Well, those are all part of the McClung Companies family of services in 2015.

Something that hasn't changed, however, is that we still value our relationship with each of you more than anything else. We're extremely grateful for your business and dedicated to earning it anew each day, and if I haven't told you lately, I personally welcome you to contact me at any time so I can learn more about how we can better serve you.

Your success is important,

Larry Miles, President

## Finding the hang-out

Twenty years ago is not as long as it seems. It was just twenty years ago, in 1995, that Amazon and eBay each launched to the public, and online shopping became a reality. Fast-forward twenty years and online shopping has become ubiquitous with nearly every brand you can imagine boasting its own web presence. Today more and more commerce is accomplished without visiting a store or talking to a sales person, people simply decide they want something, research it online, and then buy it. A recent Forrester Research survey found that 90% of the buying journey actually takes place before a consumer or business person actually makes contact with an actual vendor.

So what does this mean to you? Well, most importantly it means that you have more choices, but it also means that **those people you're trying to reach have more choices**. Whether they are students, customers, buyers, or consumers, they all have more choices. This makes it even more imperative for you to communicate with them effectively across multiple channels. Some want to hear from you on social media, others by a text message, or perhaps email, and some don't want to hear from you at all, but if you contact them via direct mail, or web advertising they may engage after all.

L.L. Bean, and Lands' End offer an interesting case study in reaching their customers. Both apparel companies conduct more than 95% of their customer transactions online, yet they

both rely on a proportionally heavy direct mail effort to communicate deals and offers to their customers ultimately driving them to their websites. Perhaps an even more interesting example of this phenomena was when Zappos.com, the 100% web retailer, and purveyor of nice shoes first began using a printed catalogue mailed directly to its customers in 2009. Since embarking on this strategy, several other "pure-play" web-only, retailers have adopted a similar strategy including Amazon, eBay, Shutterfly, Art.com, JustFab, Snapfish, One King's Lane, Modcloth and Minted. Obviously the strategy works.

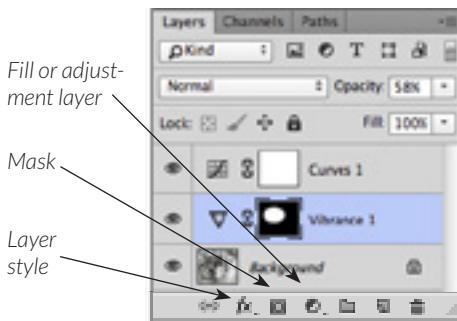
Again, **what does all this mean to you?** This information is just another reminder of how important it is that you have a deep understanding of those with whom you're trying to communicate. Are they primarily on social media (a Facebook ad campaign)? Do they spend most of their day online (perhaps SEO & SEM)? Are they of a generation that has less trust in the online world (maybe a direct mail campaign)? Whether you're trying to reach a potential student, a donor, a parent, a buyer, or a business owner, it really doesn't matter. What does matter is that you understand how they like to communicate, **you know where they "hang out," and then you figure out a way to meet them there.**

Want to learn more about how to best reach your audience? Contact Larry Miles at (540) 941-7700 or larrym@mcclungco.com.



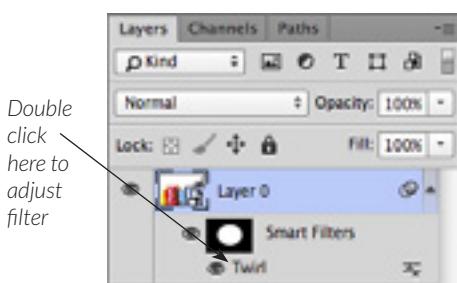
# 4 things you should do in Photoshop

**1 Perform edits on separate layers.** To give you maximum ability to change your edits later, make each of your adjustments on separate layers. This way you can also easily lower the opacity of individual edits to make changes more realistic.



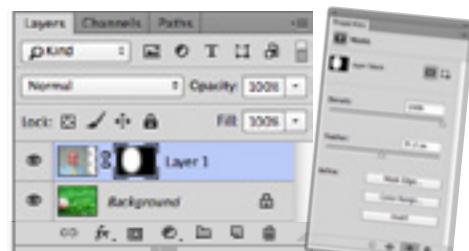
**2 Use Smart Filters.** By using Smart Filters you protect your original image. You can also reopen the filter for more editing, hide filter effects from part of your image and change the blend/opacity.

1. **Filter>Convert** for Smart Filters
2. Make a mask selection (*optional*)
3. Choose filter in the **Filter** menu



**3 Feather the mask, not the selection.** By feathering the selection you are able to adjust the amount of feather.

1. Create the selection
2. Add a layer mask
3. Double-click the layer mask in the **Layers** panel
4. Drag the **Feather** slider to adjust



**4 Grayscale conversion.** Instead of choosing **Mode>Grayscale**, use this method to get more definition in the midtones:

*Traditional way (Mode>Grayscale)*



1. **Mode>LAB**
2. In the **Channels** panel, selection the **Lightness** channel
3. **Mode>Grayscale**

*Better way (using LAB & Lightness)*



## Colors equal more direct mail opens

Studies have shown that using color on the outside of your direct mail envelope equals higher open rates. In fact, one study found that 69% of people are more likely to open a mail piece with color text and graphics on the front than they are when the envelope is plain.

Adding color can make a huge difference in your bottom line. Even if your conversion rate remains the same, by doubling the number of people who open your direct mail letter or package, you double the sales from that campaign.

How can you add color to your envelopes?

- Graphics and images
- Color banners
- Company logos
- Patterned backgrounds
- Brightly colored indicia
- Outlines of the state in which they live

These are simple changes that can yield big results. Why not try color on your next envelope and see what a difference it makes for you?

—Leflein Associates Mail Openability Study

*Sarah, check inside  
for your free gift!*



*Sarah Smith  
500 Main St.  
Anytown, VA 22333*



# Advanced folder and taping options arrive

McClung has installed a Heidelberg Stahl TH82 automated pallet-fed folder and a BR Moll VersaFold table with fold and taping capabilities. The Stahl folder is a major addition to bindery's equipment and combines level two automation with a presser/stacker delivery. The VersaFold table applies tape to direct mail return postcards as well as adding folding options.

"The new folder gives us a significant increase in production speed and considerable savings on make-ready," noted JoAnne Estes, Bindery Coordinator. "The folder automatically sets the roller and plate settings, and with



the pallet-based feeder, it becomes a one-person operation. The forms compress, batch count and stack while the operator unloads the continuous delivery, saving time and eliminating repetitive motion."

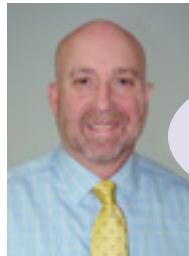


## Employee awards

Employee awards were presented by McClung President and CEO Larry Miles at the company's annual meeting on February 2, 2015.

**Ken Norford**, account manager, won the highly coveted Edmond McCutcheon Award. The honor is presented annually to the McClung Employee of the Year to memorialize the loyalty and dedication of its namesake to the company. Established in 1995, the award is based on recommendations from fellow workers.

"Ken has had two fantastic sales years in a row," commented Larry Miles,



Ken Norford

Did you know  
Ken has been a  
life-long Boston  
Red Sox fan?



President and CEO of McClung. "He is well respected for his deep knowledge of the printing industry both by his coworkers inside McClung and by his customers. His efforts this year were instrumental in the success of all of his customers, as well as in the overall success of McClung."

Norford has worked 16 years at McClung and lives with his family in Charlottesville.

**Paul Ladendorf**, bindery technician, was recently chosen Employee of the Quarter at McClung Companies. Established in 1992, the award is based on recommendations from fellow workers and recognizes McClung

employees who display extraordinary dedication to their jobs.

"Paul is a hard worker and I appreciate his dedication and work ethic," noted JoAnne Estes, Bindery Coordinator. "He always has a smile and looks out for the next guy, no matter what challenges he faces."

Ladendorf has worked ten years at McClung and lives with his wife in Waynesboro.



Paul Ladendorf

Did you know  
Paul is an avid  
recycler and  
scrap collector?



**McGraphics**  
Publisher: Larry Miles  
Editor: Paul Groff  
Photos: Rick Bukoskey

**Home of DMA-certified pros**



Since 1946 McClung Companies has coupled expertise and technology with commercial printing, so that our customers can streamline processes, support sales efforts and implement marketing initiatives.

550 N. Commerce Avenue • Waynesboro, VA 22980

**800.942.1066**

540.949.8139 • Fax 540.942.8706 • [www.mcclungco.com](http://www.mcclungco.com) • [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com)

▪ Creative Development ▪ Cross-Media ▪ Database Services ▪ Fulfillment Systems ▪ Graphic Design  
▪ Internet Marketing ▪ Mailing ▪ Marketing Strategy ▪ Offset & Digital Printing ▪ Training ▪ Website Development

## Did you know?

**40% of consumers** say that they have **tried a new business** after receiving direct mail.

(Research by Mail Print)



Welcome to the new look of **McGraphics**!  
We have enlarged our newsletter and added  
more articles about marketing in addition  
to our usual mix of design and printing tips,  
McClung news and industry updates.

# McGraphics

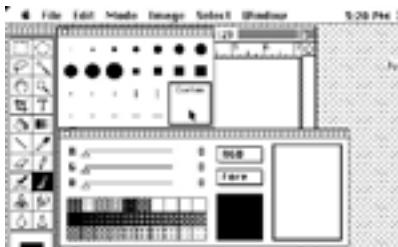
McClung Companies  
550 N. Commerce Ave.  
Waynesboro, VA 22980

PRSR STD  
US POSTAGE  
PAID  
MCCLUNG CO

[facebook](#)[Linkedin](#)[Twitter](#)[YouTube](#)

## Guess who's turning...

That's right, the venerable Photoshop is turning 25 this year. Version 1 was released in February 1990. McClung had one of the early versions (maybe 2.5, which was released in November 1992), but the earliest floppy disk proof we have is version 3, which debuted layers and was released in September 1994.



Photoshop 1 had two palettes, which let the user pick a brush, color, and pattern.



## PHOTOSHOP CONTEST *Hello!*

Submit your favorite Photoshopped image to McClung! All entries will be judged by our esteemed Photoshop experts. The winner will receive a cool gift certificate (and worldwide acclaim....possibly?). Please email your name, phone number and the photo (of course) to [mcmarket@mcclungco.com](mailto:mcmarket@mcclungco.com) by March 31.

Congratulations to Holly Baker of Woodberry Forest School for winning last issue's McQuiz! The poinsettia originated in Mexico.