

"Whatever you decide to do in life, do it well. Your honesty and integrity will determine the success of your relationships with customers and the broader community."

COMPANY NEWS

Welcome to the first edition of our newsletter, **NEWSPRINT!**

As we enter our fifth year at Fitzpatrick Printing & Design, Inc., we hope to bring you the latest industry news in printing and design, and a bit of fun trivia for your enjoyment.

Known as *"The Printer With All The Bells & Whistles,"* we offer our customers timely and affordable custom designs and printing jobs.

Our extensive resources allow us to pull from a team of photographers, graphic artists, copywriters, and printers. As a print broker, we represent printers with over 300 years in the industry.

Our strong emphasis on exacting customer service standards is the key to our continued growth. Since opening our doors in 1998, we have quadrupled our sales while securing the prestigious classification of a women-owned certified business, *Women Business Enterprise*.

We service small, mid-sized and large corporate clients. Our Fortune 500 customers include Alberto Culver, L'Oreal's Dermablend Division, Johnson & Johnson, and Albertson's Supermarkets.

Sell sheets, corporate identification, brochures, calendars, catalogs, CD jackets, custom die cuts, ad placement - these are some of the areas in which we can be of help to you.
Give us a ring!

Sue Fitzpatrick
President



4, 3, 2, 1

Choices, that's what these numbers represent.

Choices in printing options.

Choices in design options.

Choices in cost options.

When deciding on your next printing project, keep these numbers in mind.

They are the choices you will make regarding the look of your finished project. The choices that will impact the cost of your project.



Your first choice is whether you want the full color look of 4 color process. In order to achieve full color, as in photographs, printing consists of four different process inks: Cyan, Magenta, Yellow, and Black.

When each color is combined in different percentages, they create thousands of colors. For example, to achieve a deep burgundy you would need 30% Cyan, 100% Magenta, 50% Yellow, and 15% Black. Four color is the most eye-catching and gives you a very high quality image. But it's also the higher cost of these options.

For each process color mentioned above you need a printing plate and this is where initial costs come into play. These are your pre-press costs and are usually a one-time charge if you don't make any changes on future runs.

Your next choices are 3, 2 or 1. If a project is not intricate or if there are few graphics, consider 3, 2, or 1. Consider creating a 3 color, 2 color, or even 1 color design using solid colors.

When you use a solid color you can always use a halftone or percentage of that color which gives you more dimension to the design.

For example, if you decided on a 1 color project and selected Process Blue as your color, then you can use the blue as 100% for the copy, but your design elements can be only 50% of the blue. It is still a 1 color project and only one plate is needed.

If you're not sure which choice to make on a project –

Give us a ring, 732.946.0795

OUR CLIENTS ARE TALKING ABOUT US!

Dear Sue & Staff –

Thank you for a superb job on the Geese Police brochure! The clients were thrilled and you made me look like a pro!

I appreciate all that you did to accommodate this job -- and still delivered ahead of schedule.

I'm confident we'll work together again soon.

Thanks again!

Dawn Nakash
Daybreak Marketing, Inc.

INTERESTING READ

Inc. Magazine – The Magazine for Growing Companies

Entrepreneur Magazine – Solutions For Growing Businesses

Presentations Magazine – Technology and Techniques For Effective Communication

Soap & Cosmetics Trade Magazine – New Ideas For Successful Product Development

BROCHURES • BROCHURES • BROCHURES • BROCHURES

From tri-folds, to duo-folds, to a single page, we print brochures!

Consider spot varnish to make a photo pop, or a high gloss varnish for a powerful look.

We have an endless selection of paper stock for just the right image.

Did you know that color-blindness is hereditary? Color-blindness is caused by a defect in the retina and mostly affects men. Less than 7% of men are born with color-blindness, while only less than 1% women are born with it. How color is perceived is determined by the wavelength

COLOR: DID YOU KNOW...?

that bounces back into the retina. Colors may appear different in a variety of surroundings. A large color block can overpower a smaller color block.

For example, if a small gray block is surrounded by a large black block, then the gray block would appear brighter than one that may be surrounded by a large white block. Colors always appear lighter when they are near dark colors, and vice versa. To enhance a color, try outlining it with a darker shade.

Primary colors are red, yellow and blue. Secondary colors are green, orange, and violet, while tertiary colors are a mixture of two secondary colors. Colors are perceived as either warm or cool, as illustrated on the color wheel. This stems from ancient and universal associations. Childhood memories are strongly associated with color, probably almost as strong as scent.

In the coming issues of **NEWSPRINT** we'll talk about color schemes and how to communicate using different colors.

TRIVIA CONTEST

Be the first to answer these three questions correctly and win a prize!

1. Name the largest retailer in the world.
2. When was the thermometer for measuring temperature invented?
3. What year was Barbara Streisand born?

Your answers must be submitted via E-mail to:

info@fitzpatrickprinting.com

The winner will be determined by date and time the E-mail is received. In the case of a tie, then two prizes will be awarded.

MEET: CAROL MANNING THACKE

Carol has worked with Sue for over ten years and joined Fitzpatrick Printing & Design, Inc. at its inception. Knowledgeable in many facets of printing, Carol has nearly 15 years industry experience.

When calling us, be sure to say hello to Carol – she can assist you with most projects and track the status of your job, from start to finish.

A graduate of Slippery Rock University with a BA in Communications and a Minor in Business, Carol is married with two young children and enjoys the flexibility of working for the company.



TIMELY REMINDERS

Now is the time to take a hard look at your corporate identity. Is it on target? Does it communicate the right message to your target audience? Start the new year right with a new look! A new image!

Check your inventory - do you need to stock up on business cards, stationery, order forms, color charts, or catalogs? Do your order forms need to be updated? With the new year comes a new schedule of trade shows - be prepared. Don't get caught short.

The new year brings a new budget for many. Now's the time to order that new brochure you've been putting off. Have you started your quarterly newsletter yet?

It may be winter here on the east coast but have you started planning your summer promotional events yet? Major retailers review promotional calendars six months in advance so you should be working on your back-to-school programs by now. Be sure you order enough sell sheets to meet the demand.

NEWSPRINT

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Please submit all inquiries or article contributions to the above address. We reserve the right to edit all submissions for content and clarity.

CONTEST!
TRIVIA
MONTH'S
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OUT
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The printer with all the bells and whistles!



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