

Swift SOLUTIONS

Summer 2008

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Swift PRINTING & COMMUNICATIONS – A Legacy of Firsts

Throughout our company's 58 year history, Swift has built a reputation based on innovation and customer-centered solutions. This has allowed us to provide you, our valued customers, with the highest quality print products and to continually expand our product and service offerings. Here are highlights of our most significant Swift "firsts":

1960 - Swift invested in two new Kluge automatic presses

At that time, owning even one Kluge was considered cutting edge – owning two was similar to what it was like in the early 1900's to have two television sets in one household. [See our article on page 4 – "Swift Preserves A Lost Art" – highlighting how Swift continues to utilize this classic printing technology.](#)

1986 - Swift led West Michigan in the purchase of the first computerized guillotine paper cutter; at that time, this was the new cutting-edge technology for this area.

1990's - Swift was the first printer in the country to utilize Mitsubishi direct-to-plate technology with the full-color Shinohara press.

2006 - Swift purchased the world's first Xerox iGen3™ 90 Digital Production Press, providing our customers with Print-On-Demand services, high-quality, short-run color, Variable Data Printing (VDP), and one-to-one marketing.

Swift Rewards You For Planning Ahead

New Year's Day 2008 seems like it was not that long ago. The ironic thing, though, is that we are already closer to the next January 1st (2009) than the last one. Before you know it, we'll be putting away the holiday decorations, getting ready to inaugurate a new president, and setting our sights on what 2009 will bring. So, as amazing as it may seem, it is not too soon to begin planning for your company's Christmas, holiday, and new year items/projects such as: **holiday cards, Christmas cards, holiday open house/party invitations and 2009 calendars.**

As you think ahead to what your company may need in this respect, please keep this in mind as it relates to how Swift can help:

- Our **2008 Christmas and holiday card collection** includes a wide variety of new designs, including a selection of environmentally friendly cards printed on recycled paper. All cards can be imprinted with your company name and/or logo.
 - Beginning August 18th, Swift will have a selection of **2009 calendars** that can be customized with your company name/logo and colors. If you would like to review the 2009 custom calendar options/designs, go to our web site at www.swiftprinting.com and click on the appropriate link. One of our

Customer Service Representatives will follow-up with you accordingly.

- The Swift Printing & Communications design staff can design **invitations** and other items for your company's **holiday open house or party**, with coordinating envelopes, rsvp cards, map cards, etc. as needed.

Simply mention this article when you place your order to receive the discount. You can obtain information and/or place an order with Swift via:

web: www.swiftprinting.com
email: orders@swiftprinting.com
phone: (616) 459-4263
fax: (616) 459-4264

To reward you for planning ahead, Swift will give Variable Design Corp. a 10% discount on all orders placed and confirmed/approved by October 15, 2008, for the items listed in this article (and for any other 2008 holiday orders).

Swift SOLUTIONS

SUCCESS STORY #2

Customer: Coca-Cola Bottling Co. of Michigan (CCBCM)

Industry/Market: Refreshments

Opportunity: At Coca-Cola Bottling Company of Michigan, (CCBCM), they believe strongly that their long-term success depends upon ensuring the safety of their workers, visitors to their operations, and the public. They are committed to conducting their business in ways that provide all personnel with a safe and healthy work environment. The Company's Safety Management System Standards and supporting requirements for worker safety and loss prevention are collectively known as "The Coca-Cola Management System".

As part of its safety management process, CCBCM holds safety training days, very much tailored to each department and individual's responsibilities. For several years, Swift Printing & Communications has printed generic folders and different training documents for these events.

In past years, inside the generic folder that Swift printed for CCBCM, there was a training schedule and map specific to each participant. So, each folder had to have several individualized pieces inserted (in addition to the training material itself) and plant personnel had to place labels on the outside of the folder to identify which participant each folder was for.

The Swift Solution: Utilizing the expertise and creativity of our Marketing & Design team and the benefits of Swift's digital and variable data technology, we developed a customized folder specifically for this event. CCBCM's training event was being held around the time of the Super Bowl that year, so they chose to utilize a football and Super Bowl theme, naming their event the "2007 Safety Bowl". The folder designed by Swift, supported CCBCM's theme for the event, utilizing the theme name and football-related graphics. More importantly, Swift designed the cover of the folder to

look like a football coach's clipboard. At the top of the clipboard there was a heading that said "GAME PLAN for", after which we printed the name of each participant. Then, the information on the clipboard had the training schedule specific to that individual. On the back of the folder we printed a map directing the participant to the training room/areas they needed to be at.

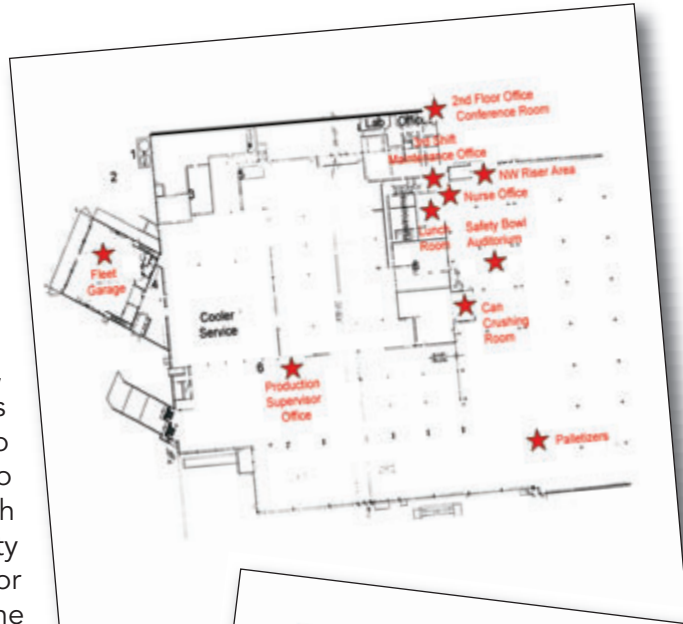
Benefits for the customer:

- Swift's variable data technology allowed us to personalize the folders with each participant's name and print the schedule specific to each individual on his/her personalized folder, all in one process.
- By incorporating the participant's name on the folder, we eliminated the time and cost for plant personnel to add labels on the front of each folder.
- By incorporating the participant's schedule on their personalized folder, we eliminated the time and cost to print each participant's individual schedule and stuff it into their folder.

Results:

The coordinator was very pleased with the folder design and with the time and cost it saved by not having to print and stuff individual participant schedules and label each folder. Swift provided the folders in alphabetical order, which also made distribution the day of the event much easier. This all allowed the coordinators of the event to keep their focus on training.

The participants responded very favorably to having a personalized folder. They also liked having their schedule and map so easily accessible, printed directly on the folder, rather than having to keep track of separate sheets of paper.



If you would like to talk with us about how Swift Printing & Communications can help Variable Design Corp. utilize the latest printing technology and produce more effective print pieces and campaigns, please contact us at 616.459.4263.

Newsletter Tips – DESIGN/LAYOUT

Newsletters are one of the best communication and marketing tools available and can be a very cost-effective way to communicate with your customers, vendors, employees, members, etc. This is the first in a series of articles that will focus on publishing/printing an effective newsletter.

No newsletter can survive without good content, but before you write your first word you need to determine how you are going to present your information. Before a reader even opens a newsletter, it gives them an impression of your organization. So, it is critical that you invest the time and money into designing a newsletter that is visually interesting, appealing and unique, while also being easy for the reader to find and read the information that interests them most.

Following are our tips for “Design/Layout” of a newsletter that will produce great results:

1. Establish visual standards for your newsletter and stick with them!

Creating a uniform, consistent look will help establish familiarity for your audience and help them identify your publication at a glance. At the onset, as you are designing your newsletter, establish standards for the main elements, including:

- the masthead
- the font(s) that will be used for your body copy
- the mailing panel (if applicable)
- the general color scheme and graphics elements
- topics or themes that will be included in each issue

2. Utilize your company/organization’s visual branding elements

Most every company/organization has one or more visual elements that define them. These visual elements are used for branding purposes – they help identify and differentiate you to your target audience and build your brand or position in the marketplace. For example, the visual branding elements for Swift Printing & Communications are our company name and logo, our building, our tag line (“All That Its Name Implies”), and our corporate color (blue). We utilize one or more (or all four) of these branding elements in all of our printed pieces, including this newsletter.

3. Use high-quality photos – the quality and clarity of your photos is key to the overall look of your newsletter. Dark, blurry photos detract, rather than add, to the appeal of your newsletter. Use professional photos or high-quality candid photos. Finally, if needed, utilize image-editing software to enhance the contrast, brightness, clarity and color of your photos to assure they present the image you are looking for.

4. Use color or tints to make your newsletter more eye-catching

Your newsletter will be competing with colorful magazines, newspapers and other high-budget publications for your readers’ time. Color will make your newsletter more visible to prospective readers.

Consider printing your newsletter in full color. This does cost more, but it will make your newsletter stand out and attract more readers. If your budget does not afford you to print in full-color, to be certain, a black and white newsletter is better than no newsletter at all. However, a “happy medium” is to add at least one accent color to your newsletter’s design. Also, by using tints of your newsletter’s inks, you

can print more variations of that color for no extra cost. A tint is simply a lighter shade of one of your inks, often referred to as a “screen”.

5. Use at least one graphic per page

Graphics can include photos, artwork/drawings, charts, pull quotes, sidebars/call-outs, or at least a spot of color. Studies have shown that people are more likely to read an article if it contains a graphic. Graphics, along with headlines, are the first things that readers’ eyes are drawn to when they turn to a new page. Also, graphics within a story provide much-needed visual breaks; a page containing nothing but row after row of endless text can look daunting and does not look inviting to read.

6. Vary the width of your articles

Varying the width of your articles adds variety and interest to your newsletter, and it makes the overall look more appealing. It also makes each article stand out, making it easier for the reader to locate a specific article or topic.

*Hey Jon –
Stay tuned for our next issue,
coming your way in October, where
we will publish the next article in
this series – “Newsletter Tips –
Copywriting/Content”.*

*Swift Printing & Communications offers
a full range of services to help you publish your
newsletter. Our Design & Marketing team can help
with design/layout, copywriting, production,
printing, list management and mailing/distribution.
Whether you have an existing publication you
want to revamp or you are interested in creating
something brand new, we can provide whatever
services you require – as a full-service resource or
to augment your staff’s talents.*

Founders Celebrate 64th Anniversary

The founders of Swift Printing & Communications, Walter Gutowski Sr. and his wife Lorraine, celebrated their 64th wedding anniversary on June 26, 2008. Walt Sr. continues to work at Swift, running presses and inspiring our team with his amazing work ethic and commitment to our customers and employees.

We congratulate Walt Sr. and Lorraine and wish them many more happy years together.



Swift Preserves A Lost Art

As mentioned in the article on page 1 – “A Legacy of Firsts” – in 1960 Swift purchased two new Kluge automatic presses. Most printers have now eliminated these presses from their shops and replaced them with newer technology. While Swift, too, has added many other presses, utilizing state-of-the-art offset and digital technology, we continue to utilize our Kluges, offering customers the lost art of Letterpress.

Letterpress is a term for printing text with movable type, in which the raised surface of the type is inked and then pressed against a smooth substance to obtain an image in reverse. In the years when computerized typesetting and imaging replaced cast metal type, Letterpress began to die out. It is now considered a lost art, requiring a high degree of craftsmanship and design. Swift maintains Letterpress to provide customers with a full array of printing options/designs including this unique and beautiful look for upscale invitations, stationary, etc. Our Letterpress machinery is also used for die cutting, scoring, perforating, numbering, embossing and stamping, expanding Swift's ability to complete finishing requirements in-house, while many printers outsource these functions.

As an interesting side note... recent industry publications have reported that Letterpress publishing has recently undergone a revival in the USA, Canada and the UK. Several dozen colleges and universities around the United States have either begun or re-activated programs teaching letterpress printing in fully equipped facilities. In many cases these letterpress shops are affiliated with the college's library or art department. In other cases they may be independent, student-run operations, or extracurricular activities sponsored by the college.



The Finishing Touch

Are you looking for that something to make your project/print piece unique and stand out?

Are you looking for a way to preserve or present your project/print piece effectively?

Swift Printing & Communications has the solution.

In addition to our extensive printing capabilities, Swift offers a full range of finishing and binding services:

- Binding – book, coil, comb, perfect, tape and wire
- Booklet Making
- Coating – aqueous or UV coat
- Collating
- Die Cutting
- Drilling
- Embellishments – brads, eyelets, fasteners, etc.
- Embossing
- Engraving
- Foil Stamping
- Folding
- Laminating
- Mounting
- Numbering
- Padding
- Perforating
- Round Corners
- Saddle Stitch
- Scoring
- Shrink Wrap

Putting that “finishing touch” on your project/print piece can make all the difference!

Questions or comments?

Log on to www.swiftprinting.com and click on “**Swift Solutions**” to send us any questions or comments that you have on our services, company or newsletter.

We welcome your input.



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