



Peacock
Print & Marketing

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What's Inside

- It's Holiday Prep Time
- What's New in Screen Print
- Fall Colors and Cookie Recipe

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HOLIDAY

GIFTING

There is no time like now to start prepping for the holidays? Am I right? Every year the time just flies by and Christmas is here before we know it. Let your employees and customers know how much you appreciate them with some special promo gifts. Save the small items for your summer give aways and go the extra mile for the Holidays. We can add your company logo to blankets, popcorn, chocolate, scarves, leather goods and more.

SCAN TO SHOP HUNDREDS OF ITEMS >>>



PRINT CORNER



FORMATTING FOR PRINT

CREEP? BLEED?

HOW AND WHY THESE SPOOKY TERMS ARE IMPORTANT IN THE PRINT WORLD.



Have you ever gone into a print shop wanting something printed only to be told your file was not print ready?

Printers use some important rules and standards to have your products looking their best. One of the most basic standards for printing is bleed.

Bleed refers to an extra 1/8" (.125 in) of image or background color that extends

beyond the trim area of your printing piece. The project is printed on an oversized sheet that is then cut down to size with the appearance that the image is "bleeding" off the edge of the paper.

If it's a booklet you're interested in, you're probably going to need some creep. What's that? Well, this spooky sounding word in the print world keeps your booklet margins consistent.

Creep refers to the moving or shift that happens to the margins in the document when pages are folded during the finishing process of a booklet. The amount of creep will vary depending on the thickness of the paper used and the number of pages in the booklet.

If this is enough to keep you up at night, trust the printing pros to get it right for you!



FALL COLORS

If you're lucky, you live in an area where nature has one last fling before settling down into winter's sleep. In those places, the green palette of summer is transformed into a vivid autumn palette of reds, oranges, golds and browns before the leaves fall from the trees, according to the Forest Service. The timing of color change is mainly dictated by the calendar and the length of night but three types of pigments are involved: The chlorophyll green that stores sugars for winter, the carotenoids that produce yellows and golds, and anthocyanins that turn into shades of red and purple.

The brilliance of colors is related to weather conditions. A succession of warm, sunny days and cool but not freezing nights bring out the best color displays. The amount of moisture in the soil also affects autumn colors. The infinite combinations of these two factors assure that no two autumns can be exactly alike.

During these days, lots of sugars are produced in the leaf but the cool nights and the gradual closing of veins going into the leaf prevent these sugars from moving out. These conditions, lots of sugar and lots of light, spur production of the brilliant anthocyanin pigments, which tint reds, purples, and crimson. Because carotenoids are always present in leaves, the yellow and gold colors remain fairly constant from year to year.

Evergreens are able to survive winter because their needle-like foliage is covered with a heavy wax coating and the fluid inside their cells contain substances that resist freezing. They can survive Arctic conditions.

RECIPES

MAPLE PECAN SANDIES

INGREDIENTS

- 1 c shortening
- 1/2 c soft butter
- 2 c brown sugar
- 2 eggs
- 1 tsp vanilla
- 1 tsp maple extract (or imitation)
- 3 c flour
- 2 tsp baking soda
- 1 11 oz. pkg white chocolate chips
- 1/2 c chopped pecans

For frosting

- 1/4 c butter
- 4 c confectioners sugar
- 1 tsp maple extract
- 3-5 Tb milk
- 1 c halved pecans

Pre heat oven to 350°

For cookies- cream butter, shortening and sugar together. Mix dry ingredients (flour and baking soda) and set aside. To butter mixture- add eggs one at a time and add vanilla and maple flavor. Beat until combined. Once all is combined, slowly add flour until well mixed. Last, gently fold in white chocolate chips and pecans, mix until just combined.

Drop cookies (about 1 1/2" balls) onto a cookie sheet and bake at 350° for 9-11 minutes, rotating pan after 6 minutes. Bake until golden brown. Middle should look soft but not gooey. Do not over bake.

For frosting- cream butter and sugar add 3 Tb of milk and maple flavor. Mixture should be soft but not runny. If too firm to spread add a bit more milk until desired consistency.

To decorate: once cookies are cool, add a dollop of icing in the middle of each cookie, spread around the middle half. Then garnish with a half pecan in the middle.

Enjoy!



GIVE THANKS TO THE LORD FOR HE IS GOOD,
HIS LOVE ENDURES FOREVER. PS. 107:1



Please note our office will be closed November 25th-26th, 2021

December 23rd-31st, 2021