



- Paper is a biodegradable, renewable, sustainable product.
- The paper industry plants 1.7 million trees every single day, which is three times what they harvest.
- Growing and harvesting trees provides jobs for millions of men and women.
- Working forests are good for the environment, providing clean air, clean water, wildlife habitat and carbon storage.
- 60% or paper today is recycled compared to 18% of electronic devices.
- When you don't need it anymore, be sure to put it in a bin designated for recycling, and it will come back to us as new paper or paperboard!



FIRST IMPRESSIONS

- **Happy Campers**
Ten Etiquette Tips to Know Before You Pitch a Tent
- **Need a Pen?**
How to Set Yourself Apart with Promotional Products
- **Four Ways to Fill Up Your Lazy, Hazy Days of Summer**

Brilliant color is life.

**The rest are just details
(and we make them look amazing).**



MEMORABLE DATES

AUGUST 7 Purple Heart Day
AUGUST 10 S'mores Day
AUGUST 15 Best Friends Day
AUGUST 21 Total Solar Eclipse
AUGUST 26 Christian Family Day (Mt. Vernon)
AUGUST 30 National Toasted Marshmallow Day



PEACOCK PRINT & MARKETING PRESENTS

INK LINK

A MONTHLY PUBLICATION • AUG 2017

Five Ways to Relax Right Now

Feeling stressed? Breathe. That's the first thing to do when you get anxious, according to experts. Deep breathing reduces stress by taking the body from a fight-or-flight response (caused by shallow breathing) to a more relaxed state.

In honor of National Relaxation Day this month (August 15), here are five more ways to calm down when you feel anxiety creeping in.

IT'S WHAT'S INSIDE >>>

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1 INDULGE IN CHOCOLATE. As if you needed another reason. Just a square (about 1.4 ounces) of dark chocolate can help calm your nerves. It regulates levels of the stress hormone cortisol and stabilizes metabolism.

2 LISTEN TO MUSIC. While classical music has a particularly soothing effect (it slows heart rate, lowers blood pressure and even decreases levels of stress hormones), any music you love will flood your brain with feel-good neurochemicals like dopamine.

3 CHEW GUM. Minty, fruity or bubble gum flavor—take your pick. Just a few minutes of chewing can reduce anxiety and lower cortisol levels.

4 WATCH A FUNNY VIDEO. Laughter enhances your intake of oxygen-rich air, stimulates your heart, lungs and muscles and increases the endorphins that are released by your brain. It actually first activates your stress response and then deactivates it, creating a kind of “rollercoaster” that leads to a feeling of relaxation.

5 TAKE A TWO-MINUTE MENTAL VACATION. Have a favorite vacation memory? Relive it. Remember the sights and sounds, the smells, the people you were with and all of the feelings associated with it. Reliving good memories can help take your mind off what's bothering you, if even temporarily, and help you recognize that you have a choice in how you feel during stressful moments.



WORDS TO LIVE BY

“Rest is not idleness, and to lie sometimes on the grass on a summer day listening to the murmur of water or watching the clouds float across the sky is hardly a waste of time.”

— JOHN LUBBOCK



HAPPY CAMPERS

Ten Etiquette Tips to Know Before You Pitch a Tent

Whether you're a novice or experienced camper, it's important to understand the unwritten rules of a campground vacation. Here are ten ways to be the camper that everyone loves.



- >>1 If you carry it in, carry it out. Don't leave anything behind at a campsite that wasn't already there.
- >>2 Camp in a designated campsite within the campground unless you have obtained a special backcountry camping permit.
- >>3 Respect other campers' space. In a campground, a site is considered the other person's property while it is occupied. Encroaching on another's space is the equivalent of trespassing—in other words, don't walk across someone's campsite on your way to the dumpsters or restrooms.
- >>4 Protect water sources from contamination.
- >>5 Be a good neighbor—control your noise and your pets. Quiet hours are typically from 10:00 p.m. to 6:00 a.m. Always keep your dog on a leash no longer than 6 feet and away from public swimming areas.
- >>6 After dark, make an effort to keep your flashlight pointed at the ground. That beam of light is even more unwelcome than loud, late conversation.
- >>7 Avoid borrowing tables from other sites. This creates problems for campground managers and other campers when they have to go locate the missing table.
- >>8 Nails and wires should not be used on trees because they can cause serious damage. It is illegal in some states to put nails into a tree, unless you have permission from the landowner.
- >>9 Know the rules about generators at your campsite, or if they even allow them. Noisy generators are one of the biggest complaints campers list about other campers.
- >>10 Before leaving the campsite, clean your fire pit for the next camper.

SOMETHING TO THINK ABOUT

You can tell the temperature (between 55–100 degrees Fahrenheit) by listening to a cricket chirping. Count the number of chirps in 14 seconds and add 40 to get the temperature.

Need a Pen?

How to Set Yourself Apart with Promotional Products

Got swag? If not, you might want to rethink that. A 2016 study by the Advertising Specialty Institute found that promotional products are one of the most impactful and cost-effective advertising mediums for businesses. A few points to note from their study:

- About 85% of people remember the name of a company that has given them a promotional product, and 87% of consumers keep promotional products for longer than a year.
- Half of all people who own promotional drinkware use it 2–3 times per week, and a whopping 91% of people who own promotional USB drives keep them.
- 85% of people can remember the name of a company that gives them a promotional product.
- Consumers generally keep promotional desk accessories for around 14 months.
- The number one reason for keeping a promotional product: It's useful.

When you're ready to order swag for your brand or business, answer these three questions.

- 1 **Who's your target audience?** Once you've identified them, you can choose something they'll enjoy or find useful.
- 2 **What's your budget?** There's a wide price range with promotional products; calculate what you can afford to spend and don't over-order.
- 3 **What's your distribution plan?** Are you going to a trade show? Sending out a mailer? Handing out goodies at your shop? Before you order, be sure you know how you'll get your products into the hands of your customers.



FIVE CHARACTERISTICS OF EFFECTIVE PROMOTIONAL PRODUCTS

- 1 Useful
- 2 High quality
- 3 Informative or educational
- 4 Well-designed
- 5 Sentimental



PROOF POSITIVE

Serif or sans serif? Research shows that serif fonts are more readable than sans serif fonts for large areas of body text. However, in smaller point sizes (*think footnotes and fine print*), sans serif fonts tend to be more readable.

serif | sans serif

Four Ways to Fill Up Your Lazy, Hazy Days of Summer

As summer begins to wind down, visions of a busy Q4 might be dancing in your head. For many people, the fall marks the beginning of tight schedules and full calendars, both personally and professionally.

Expecting a chaotic quarter later? Here's how to plan for it now.

1 Research networking events. Fall typically ushers in several events that are perfect for networking, including festivals, holiday galas and conferences. Make sure you capitalize on early-bird ticket sales or look for speaking opportunities now so you can organize your Q4 calendar early. If you have downtime right now, hone your speaking skills or perfect your elevator pitch while you can.

2 Nurture your clients. Summer is generally quieter for most businesses. If this is true for you, use this time now to plan for thanking your clients later. Whether that involves shopping for holiday gifts, designing your holiday card or hosting an end-of-year customer appreciation event, start mapping out your strategy so you're ahead of the game.

3 Update your content calendar. If soaking up the sun has you and your coworkers feeling relaxed and uber creative, take time to review your business' social media and content strategy for the rest of the year. You don't have to wait till November to write holiday blog posts, social media content, articles, web content or whatever you'll have a need for later. You can create now and post then.

4 Host an event. Why wait to compete with a hundred other holiday events in December? Opt for an end-of-summer bash instead. This is a great chance to gather customers and prospects, run a special promotion, thank loyal clients, draw in new business or simply get some exposure in your community.

