



## PEACOCK PRINT & MARKETING

### PROUD PRINTING FOR 2 GENERATIONS

Peacock Printing was established February 1st 1977. Donald and Nina Peacock along with his brother Jerry Peacock, bought an existing print shop and immediately began to expand. They quickly moved to a larger building at 1112 Casey Avenue and grew with larger presses, a dark room camera and other printing equipment. They were a true Mom and Pop print shop, providing all paper printed products to local businesses, schools and the Jefferson County community.



JERRY, NINA, & DON

Peacock Printing's motto was "Home of the Proud Printer". The owners were very involved in the community as members of Jefferson County Chamber of Commerce, Kiwanis, Business and Professional Women's Club, Rotary, and Sweet Corn and Watermelon Festival.



MARK & CARRIE SMITH

Carrie began working with her parents in 1977 and in 1982, Mark Smith joined his wife Carrie and the Peacock team. In 1998, the business made another move, one block north to 1112 Jordan Street where we remain today. After more than 20 years with the company, Mark and Carrie Smith purchased Peacock Printing in January 2002.

Keeping up with the changing industry, many more services were added. These include, graphic design, logo design, business printing, digital printing, marketing services, direct mail, full color posters and banners,



screen printing, and promotional printed products. Most services are printed in house to provide our Southern Illinois clients with the best quality and turn around time possible.

Peacock Print & Marketing remains a locally owned and operated, second generation company. Our Mission Statement is *"We believe in honoring God by serving our clients through print and marketing and helping them reach their full potential."* We give God the Glory for the blessings He has given.



BACK: BILLY, KATHY, CRISTIN, & CARRIE  
FRONT: JENNIFER, WINDY, & MARK

WE ARE THANKFUL FOR OUR DEDICATED PEACOCK TEAM!



PEACOCK PRINT & MARKETING PRESENTS

# INK LINK

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## Any Way You Slice It

### Celebrate National Pizza Month with a Trip Around the World

Though Italy is presumed to be its birthplace, pizza has become a favorite food in many countries. The classic Napolitano version is crust, sauce, fresh mozzarella and basil. Americans love to add pepperoni and more cheese (plus a variety of other meats and veggies). But pie toppings vary wildly from country to country. From fried eggs in France to canned tuna in Germany, here's how pizza is served in other spots.

**AUSTRALIA.** How about a tangy combination of barbecue sauce, emu, crocodile and kangaroo? Other Australians prefer barbecue sauce, shrimp and pineapple—fruity, savory and spicy all at the same time.

**FRANCE.** Growing in popularity around the world, fried egg is a pizza topping that's especially common in France. The egg is usually cooked sunny-side up and baked right on top of the pie or fried in a pan, then placed on top.

**INDIA.** Pickled ginger, minced mutton, paneer (an Indian cheese) and tofu are popular pizza toppings in India. Another favorite is a spicy chicken known as "tikka," which is cooked and chopped after being marinated in a fiery yogurt sauce.

**RUSSIA.** Pizza topped with sardines, tuna, mackerel, onions and salmon is known as "mockba" in Russia. The fishy pie is typically served cold.



**SWEDEN.** The Swedish eat their thin-crust pies with a fork and knife. The "pizza Africana" is an interesting combination that includes peanuts, bananas, chicken, pineapple and curry powder.

**GERMANY.** In Germany, one of the most popular pizza toppings is canned tuna. It is often mixed with all sorts of other toppings or left on its own for "tuna pizza."

**JAPAN.** Another unique pie from Japan is the "mayo jaga," which is topped with mayonnaise, potatoes, bacon, corn, pimiento and onion—and is available at Domino's Japan.



### IT'S WHAT'S INSIDE >>>

- Cheap Tricks — These Halloween Costumes Aren't Scary for Your Wallet
- Five Easy Ways to Make Your Business Cards Stand Out
- Sloppy Writing Can Spell Trouble — How to Keep Your Communications Error-Free





# CHEAP TRICKS

## These Halloween Costumes Aren't Scary for Your Wallet

If you want to say boo without breaking the bank this year, steer clear of the costume aisle and try some of these homegrown options instead. They're cheap, easy and have the potential to win a costume party award for "Most Clever."

**DANCING WITH THE STARS**  
Cover a tutu and leotard with glow-in-the-dark star-shaped stickers.

**BREAKING NEWS**  
Staple torn newspapers to old clothing.

**SICK AND TIRED**  
Put a bicycle tire around your neck and a thermometer in your mouth.

**"HOLY" GHOST**  
Use a white sheet as you would for a ghost costume, but cut random holes in it.

**STICK IN THE MUD**  
Wear an all-brown outfit and sew a large twig onto your chest.

**SMARTIE PANTS**  
Glue rolls of Smarties candies onto a pair of old pants.

**IRON CHEF**  
Wear a chef's hat and carry an iron.

**QUARTER POUNDER**  
Carry a quarter in one hand and a hammer in the other.

**TICKLED PINK**  
Don a head-to-toe pink ensemble with a pink feather boa.

**CHICK MAGNET**  
Attach Barbie dolls all over yourself.

**DR. PEPPER**  
Get a white lab coat or some surgical scrubs and pin chili peppers all over yourself.

**DEVILED EGG**  
Wear all white. Paint or attach a yellow circle to your stomach. Wear devil horns and carry a pitchfork.

**ERROR CODE**  
If you hate these (and all other ideas), here's an easy out. Get a white T-shirt and write "Error 404—Costume Not Found."

## WORDS TO LIVE BY

*October is a symphony of permanence and change.*

—BONARO W. OVERSTREET

**Peacock**  
Print & Marketing

## Five Easy Ways to Make Your Business Cards Stand Out

So many business cards, so little originality.

Whether you're at a work conference, business lunch, networking event or simply handing a card to a new colleague, you'll do yourself a favor by passing along a business card that gets noticed. Here are five ways to make yours stand out among the crowd.



**1 Bump it up a weight class.** Many people look for deals on business cards, which often means getting more for less by choosing cheaper paper. But studies have shown that the quality or weight of paper can affect the way people perceive you. Choose a sturdy and reliably firm paper stock to leave a stronger impression.

**2 Make it personal.** There are so many ways to do this: Add a photo, include your social media URLs, leave some white space for writing personalized notes. You could even print small batch cards that are customized for each event you attend.

**3 Be a little different.** The standard business card size is 3.5 x 2 inches. And while there's something to be said for the comfort of sticking to industry standards, choosing a slightly different card size can help your card stick out, literally. Some companies offer cards that are just slightly larger than the typical size, giving you a slight distinction. Or you can push the boundaries even further and opt for square cards or even a different shape.

**4 Make a change you can feel.** Size is not the only thing standardized in the business card world. So are pointed corners and a matte surface. Give your cards a different feel with rounded corners or surface textures like foil or raised glossy accents.

**5 Ditch the card altogether.** Who says you have to hand out paper? Consider printing your contact information on everyday items like pens, magnets or USB drives. This will keep your name and brand front and center as opposed to getting lost in the shuffle of cards.



**PROOF POSITIVE**

When reversing text, avoid using type that is smaller than 8 points. And when reversing type from a metallic ink background, make the point size even larger. Sometimes even 14 point can be hard to read when reversed against metallic.

## Sloppy Writing Can Spell Trouble

### HOW TO KEEP YOUR COMMUNICATIONS ERROR-FREE

You can write a killer email, letter or marketing piece and pat yourself on the back, but if it contains typos and grammatical mistakes, you're actually shooting yourself in the foot. Careless writing can cause all kinds of problems—lack of credibility, miscommunication, embarrassment to your company or organization and more.

When it comes to professional communications, it's necessary to sweat the small stuff. But even the world's best writers don't get things right the first time.

Enter the proofreader. Everyone needs one, and no piece of communication you send out should be exempt. Before you post, email, mail or upload your next marketing message, keep these tips in mind.

- 1) Proofread—but not right after composing.** Take a break and give your tired eyes and brain a rest.
- 2) After you proofread, find someone else to check over your work.** It's easier to proof someone else's writing than your own.
- 3) Proofread on paper, not on the screen—it's easier on the eyes.**
- 4) Proof text backwards.** That stops the tendency to skip words as you read and miss some of the errors.
- 5) Read out loud.** Reading your writing out loud helps you to identify clunky, awkward passages that seem to make sense to the eye (especially to the author's eye).
- 6) If you have a question about grammar or punctuation, look up the answer.** It could save you some embarrassment or even loss of business.

You don't have to be William Shakespeare, but honing good writing skills and minding the details could keep you from living out a real-life comedy—or worse, a tragedy.

### FIVE OF THE MOST COMMONLY MISPELLED WORDS

- 1 Definitely**
- 2 Accommodate**
- 3 Unnecessary**
- 4 Truly**
- 5 Judgment**



### SOMETHING TO THINK ABOUT

William Shakespeare added around 1,600 words to the English language. Alongside creating characters, he brought words like belongings, addiction, fashionable and swagger into everyday use.