



Business 2 Business

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More Than Stickers & Posters

Elevated signage dazzles with polish and personality

When most people think of signs, they think in traditional terms—e.g., tradeshow signage, flag banners or maybe those mounted on a building's exterior identifying a company name. But today's non-standard signs are so much more than that! They can be used to share a message, enhance interior design, advertise sales or provide directions—the possibilities are almost endless.

Here's just a sampling of the non-standard signage our sign experts can help you with:

Acrylic signs. Acrylic signage can elevate your message, whether you want to display your company name, a timeline or something more ordinary. These customizable signs are available in many different sizes and can be clear or frosted with designs and lettering printed directly on the piece.

Channel lettering. Make an impression by spelling out your business name in a customizable, highly visible, low-maintenance 3D sign; backlight it with neon or LEDs for maximum impact.

Custom magnets. A versatile marketing and promotional tool, custom magnets come in different sizes and shapes to decorate your office, use as a mobile billboard on your car or keep your business top of mind on a fridge or metal surface.

Digital LED. For use anywhere from a small menu board to a stadium display, these signs are easy to update, highly visible and durable.

Monument and building. The sky's the limit for your business identification sign. Whether free-standing, mounted or backlit,

these signs support your brand and make a strong first impression. Bring your vision to life with your preferred materials, processes and styles.

Vinyl brick wrap. This workhorse product is good for a variety of aesthetic uses. Removable, semi-permanent and adhesive-backed, vinyl wraps are a good option for creating a mural-like appearance on an otherwise unimpressive or unsightly brick wall.



Planning Your Next Direct Mail Campaign?

Consider partnering with a print and marketing services company

Did you know that direct mail is opened 90% of the time? Furthermore, response rates for direct mail are five to nine times higher than with other marketing channels.

When planning a direct mail campaign, integrated marketers can choose to oversee the many moving parts themselves internally, or work with a print and marketing services company capable of handling a wide range of needs from strategy to design, printing, fulfillment and mailing.

Benefits to you

A print and marketing services provider has resources that can help you streamline your campaigns while boosting results. These resources include database management for segmenting and customizing mail pieces and eliminating undeliverable addresses and duplicates within mailing lists, helping to improve deliverability and results.

Other services include:

- Campaign strategy and planning
- List sorting and cleansing

- Mailer design and production
- Personalization, including variable data printing (VDP)
- Targeting
- Fulfillment
- Tabbings, folding, gluing
- CASS certifying and sorting
- Full-service shipping and distribution
- Response tracking and tracing

The joy of outsourcing

There are dozens of reasons to outsource mailing services and fulfillment to an external partner with capabilities in this area—most notable perhaps is that less strategic responsibilities can be consolidated and outsourced, freeing marketers to use their time and resources in more valuable ways.

Working with a knowledgeable, experienced marketing services team can also help you expedite campaigns, and time is money. An external specialist already has the equipment, staff and relationships in place to produce and deploy campaigns quickly, thereby saving you the costs of creating an internal system or having to manage multiple vendors.

Other benefits to marketers include:

- Quick, easy setup
- Access to prospects you might not otherwise be able to reach
- Improved response rate and brand recognition
- Access to the best rates
- Ability to create a custom shipping package
- Providers can store marketing materials for fulfillment services if needed
- Minimize costs and delays with optimization
- Maximize open rates and responses
- Get your mailer into mailboxes ahead of your competition

Here to help

Our professionals have decades of experience helping businesses manage all aspects of their direct mail campaigns. With help from our team at PIP, you can enjoy the efficiencies and avoid the tedium of program oversight, while building brand trust and meeting changing customer demands. Give us a call or reach out through our website for more details.



Checklist for Tradeshow Success

Follow our event guidance for a smooth experience



Tradeshows and events are a complicated dance of connections and reconnections, networking and promotions.

Exhibiting at such an event can be a great deal of work, and planning and organization are essential. Below is a checklist of tasks to complete before, during and after a tradeshow to ensure your company's success on the show floor and after the event.

Before the event

- ✔ **Set clear goals.** What do you want out of the show and how will you get there?
- ✔ **Establish your budget.** It must cover all materials, travel and promotions.
- ✔ **Pick your space.** The best locations go fast, so book early and be strategic.
- ✔ **Design your space.** Put your interior designer hat on and arrange for artfully placed signs and banners designed to attract visitors.
- ✔ **Choose promotional items.** Be discriminating and look for creative,

attractive, custom items—not just “something” to give away.

- ✔ **Order booth materials.** Especially with today's supply chain challenges, it's essential to allow plenty of time.

During the show

- ✔ **Put your strategy into practice.**
- ✔ **Be engaging**—ask visitors questions to find out why they stopped by.
- ✔ **Get your team on the same page** and make sure everyone understands your goals for the event.
- ✔ **Distribute your promotional items**

Post event

- ✔ **Follow up with tradeshow leads.**
- ✔ **Write an after-action report** detailing successes and failures.
- ✔ **Apply what you learned** about your business and products or services to future planning.

Whether you're currently planning for a tradeshow or looking for ideas for your next one, we've got you covered. Reach out and let us help.

Did you know?

Promotional products from PIP amplify the impact, engagement and memorability of external marketing and internal incentives-and-recognition programs. For example, we can customize a creative, budget-friendly solution of tchotchkes that rock—fun, useful and/or memorable giveaways to meet engagement and branding goals for tradeshows and direct mail campaigns. Did you know that promo products (also called ad specialties) generate 15% to 50% greater recall than any other major medium, according to the PPPI, an international industry trade association. Within your company, HR staff can use promo products to recognize achievements in wellness, service longevity and attendance, while the operations department can do the same for successes in safety, compliance and training. PIP offers promo items for every budget, so call and let us help you brainstorm a winning solution.



GET INSPIRED!

Need ideas or inspiration?

You need our blog! The resource center on our website contains blog articles, tips, insights, case studies, whitepapers and more to help with your integrated marketing efforts.

INSIDE

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Success Follow our event guidance for a smooth experience

Take your marketing to the next level with custom box options

A box is a box is a box, right? As it turns out, no! Today's boxes are replete with flourishes and features. Whether you want die cuts, full color, black and white, or features such as drawers, laminations or special folds, we can help you find or create a unique product or promotional box.

These are some of the more inventive ones we've seen lately:

- Takeout bento boxes
- An oven-shaped cookie box
- Gift boxes with vacuum-formed platforms
- Pyramid-shaped boxes for tea
- A prism-shaped box for soap
- A wooden frame and acrylic cover for high-end men's shirts
- Printed pillow boxes (for treats, jewelry, souvenirs)
- Specialty collapsible boxes
- Kraft paper tubes (for deodorant, wine, candles, lip balm)
- Shoe boxes with integrated purse straps for carrying

In truth, there is no limit to creativity when you are looking for a box provider who ... well, thinks outside the (traditional) box. Give us a call to help you find just the right solution for your box needs.

Raise Brand Visibility and Customer Interest



Show Your Best Side with Customized Packaging.

Your packaging represents your brand, so whether it's for retail, wholesale or shipping, work with the experts at PIP.

PIP
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