



Business 2 Business

a monthly newsletter published by PIP

Extend Your Online Presence into Physical Spaces

Extending digital campaigns into physical spaces keeps your message working well beyond the screen. Branded graphics and signs turn clicks and impressions into real-world encounters, giving customers multiple chances to notice, remember and act on your offer. For many businesses, this bridge between screen and store is where online interest finally becomes in-person sales.

Mirror Your Online Creative

Carry through your campaign colors, headlines and hashtags into window graphics, door clings, A-frames and banners so that customers immediately recognize the promotion they saw in an email, ad, or on social media. Consistent visuals reassure people they are in the right place and draw them toward featured products, events, or services.

Guide Journeys with Dynamic In-Store Graphics

Inside, use wall, shelf and floor graphics to lead shoppers from the entrance to key displays, service counters, or pickup areas. Endcap headers, hanging signs and menu boards that repeat your online messaging keep the campaign front and center at decision points.

Connect Physical to Digital with QR Codes

Add QR codes and short URLs to posters, table tents and point-of-purchase signs so customers can claim online-only offers, watch product videos, or join your loyalty program in seconds. Campaign-specific links make it easy to see which locations, messages and formats drive the most scans.

Keep Content Timely and Local

Refresh graphics regularly to align with current social campaigns, seasonal themes and local events, ensuring your space always feels in sync with what customers see online.

When digital campaigns and onsite graphics work together as one cohesive story, your brand feels omnipresent, more memorable and persuasive.



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Print That Performs

The print industry is evolving rapidly, driven by changing consumer expectations, smarter technology and a stronger focus on sustainability. Today's print is not just about putting ink on paper—it's about creating meaningful, efficient and impactful brand experiences across every touchpoint.

Custom Labels That Tell Your Story

As competition grows on the shelf and online, custom labeling has become a powerful branding tool. Unique shapes, materials and finishes allow labels to stand out while reinforcing brand identity. Variable data printing makes personalization easier than ever, enabling customized text, images, QR codes, or region-specific details. The result? Packaging and labels that feel intentional, relevant and authentic to today's consumer.

Elevating Print With Special Effects

Specialty print effects are seeing renewed interest as marketers look for tactile ways to stand out. Foils, spot inks,

embossing, debossing and soft-touch coatings add dimension and durability while creating a premium look and feel. These enhancements don't have to break the budget but can dramatically increase engagement and memorability.

On-Demand Printing for Efficiency

Print-on-demand (POD) continues to gain momentum as businesses seek flexibility and cost control. Digital printing advancements allow for fast turnaround, high-quality results and short runs that reduce waste. POD supports timely updates, personalization and smarter inventory management—key advantages in today's fast-moving marketplace.

Smarter Choices for a Sustainable Future

Sustainability is no longer optional—it's expected. Businesses are increasingly prioritizing environmentally responsible materials that reduce waste and environmental impact. Options such

as recycled post-consumer paper, bamboo, hemp, cotton and other tree-free alternatives give brands flexibility without sacrificing quality.

Advances in ink technology also support greener printing, with vegetable-based, soy, water-based, UV and algae inks helping reduce harmful emissions. Beyond traditional paper, innovative substrates like synthetic paper made from polypropylene—and even printing on fabric, plastic, glass, or metal—are expanding what's possible.

Innovation in printing isn't slowing down—it's accelerating, helping brands stay relevant, responsible and ready for what's next.



Creating Standout First Impressions with Branded Welcome Kits



Branded welcome kits elevate a new employee or client's first day, creating a welcoming, personal alignment while offering a warm introduction to your culture. Whether for new employees or new clients, a thoughtful kit says, "You belong here," building confidence and loyalty before regular work even begins.

Lead with Presentation

A sturdy, well-designed box or tote in your brand colors sets the tone and makes unboxing feel like an experience. Include a printed welcome card or letter from a company leader that outlines next steps and reflects your brand voice in a sincere, conversational way.

Blend Tools with Thoughtful Swag

Combine practical items like notebooks, pens, drinkware, tech accessories and quick-start guides with soft goods like apparel, totes, or desk accessories that make affiliation visible. Small extras such as stickers

or a branded mug encourage everyday use, keep your brand in sight and add to the overall feeling of belonging.

Share Clear, Helpful Information

Treat information like part of the gift. Employees benefit from a brief, clear culture overview, first-week schedule and key contacts, while clients value service summaries, FAQs, and a "what to expect next" sheet that reduces anxiety.

Personalize and Refresh Over Time

Adding names, tailoring content by role or client segment, and updating kits as your offerings evolve shows that the experience is curated, not generic.

Done well, branded welcome kits become the first chapter in a long-term relationship, reinforcing pride, trust and ongoing engagement.

Did you know?

Reference materials have to work harder than most documents. **Manuals, catalogs and booklets** aren't just meant to look good—they must deliver information quickly, clearly and reliably. That's why, when it comes to these materials, form truly follows function. From tabs and color coding to foldouts, coil binding, and durable finishes, thoughtful design choices make information easier to find. Your PIP specialists take a systematic approach to both design and print specifications, considering how each piece will be used—whether it's referenced daily, updated often, or expected to last for years.

By aligning format, materials and branding, our manuals, catalogs and booklets do more than inform—they perform. The result? Reference materials that support your goals, elevate your brand and work exactly the way they're meant to.



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.

 **marketingtango.**
THE RHYTHM OF INTEGRATED MARKETING

INSIDE

Creating Standout First Impressions with Branded Welcome Kits

A No-Stress Tradeshow Print Checklist

Small businesses invest heavily in conferences and tradeshows, but seemingly small print and planning mistakes can have a big impact. Use this checklist to stay organized, on-brand and ready to convert leads.

- **Set clear goals for every piece** – Determine whether each handout or graphic drives lead capture, demos, or customer appointments.
- **Allow plenty of production time** – Build in time for design, proofing and printing to avoid rush charges and errors.
- **Ensure files are print-ready** – Check resolution, bleed, color and size using print templates to prevent blurry graphics or cropped logos.
- **Simplify booth signage** – Keep banners focused with one headline, one strong visual, and a single call-to-action that is readable from the aisle.
- **Design for distance and traffic flow** – Place logos and key messages high and visible to keep pathways open and allow visitors to enter comfortably.
- **Plan follow-up before the show** – Prepare thank-you emails and mailers in advance so scanned badges or cards receive timely outreach.

Keep Your Business Top of Mind



Use Promotional Products to Generate Leads and Stand Out Among Competitors.

Partner with PIP for
all your promotional
product needs to
give customers and
prospects something
to remember you by.



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