

"The Element of Surprise"



is what SLAS got

when they invested in marketing with BookWear®. "Ah" is the "element of satisfaction" on the fake periodic table. But there is nothing fake about this group. The Society for Laboratory Automation and Screening is purely scientific and hosts an annual conference for its members. This is where they give out this cute little "book" with their contacts, information and a surprise gift. We did a book for their 20th anniversary in 2014 and are in the midst of a new edition for 2017. It's called "Never Trust a Molecule. They make up everything!"

Happy SURPRISE Holidays to YOU!

"You've got to go out on a limb sometimes

because that's where the fruit is."

Will Rogers

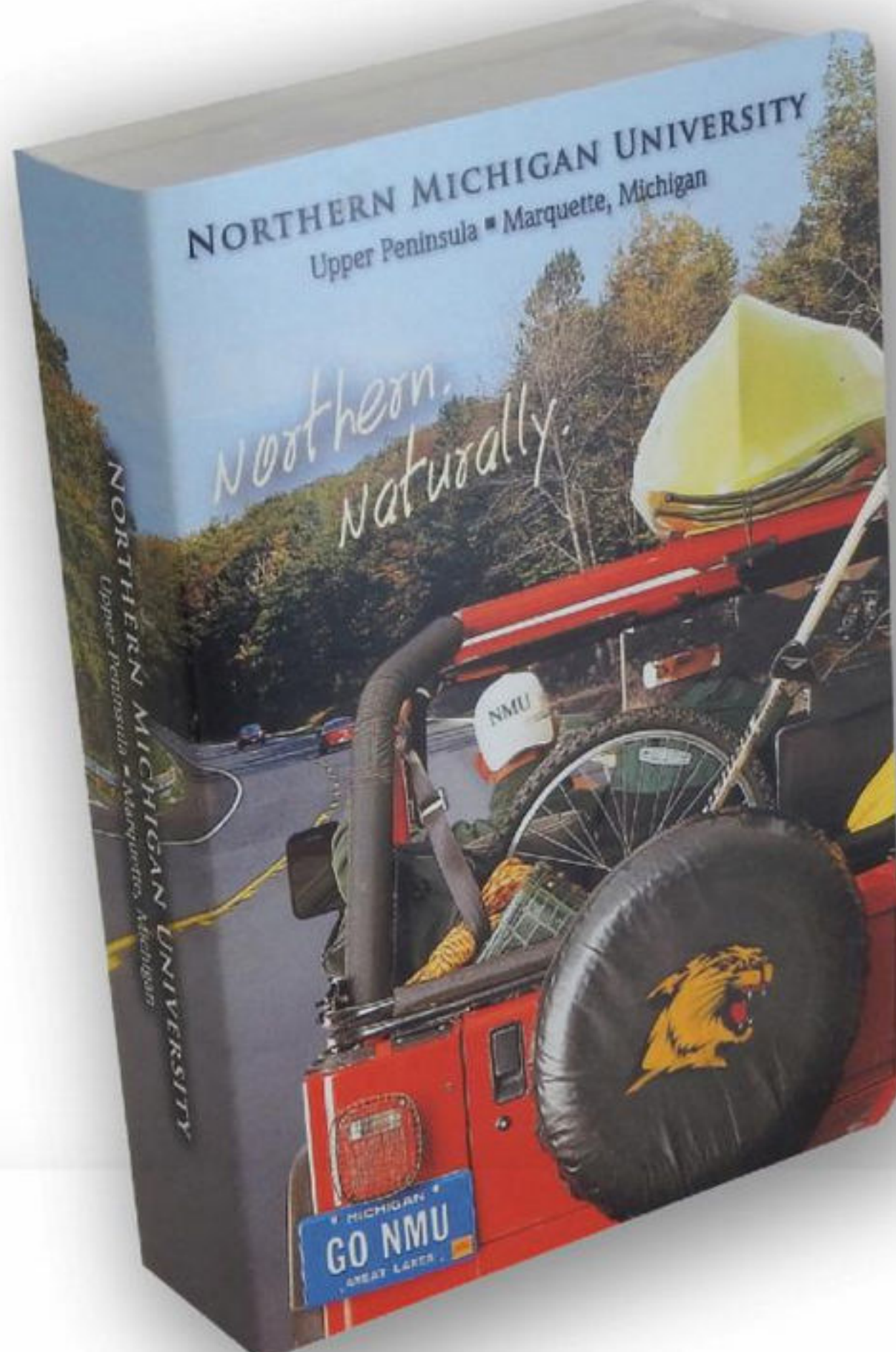
BookWear!

tell your story

December 2016 Newsletter

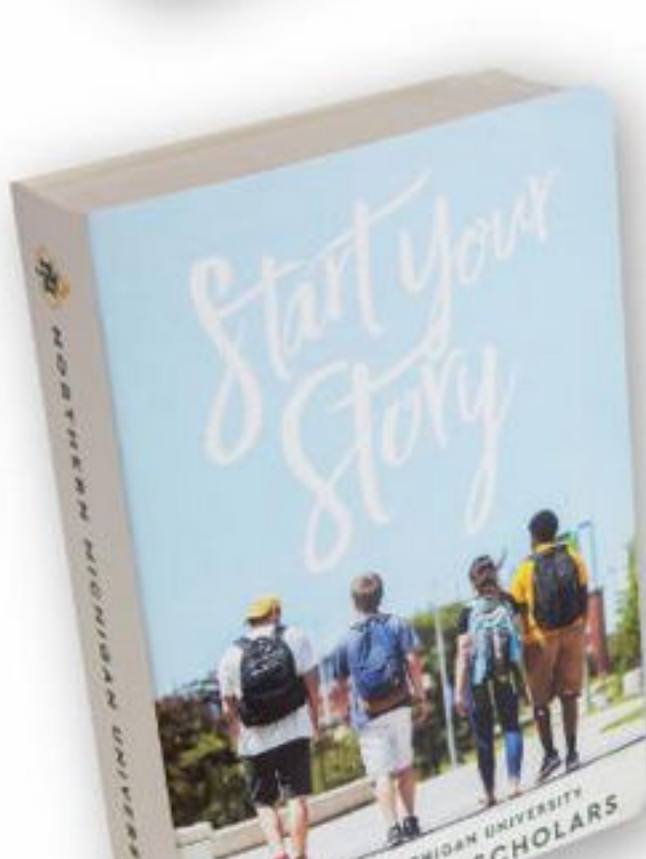
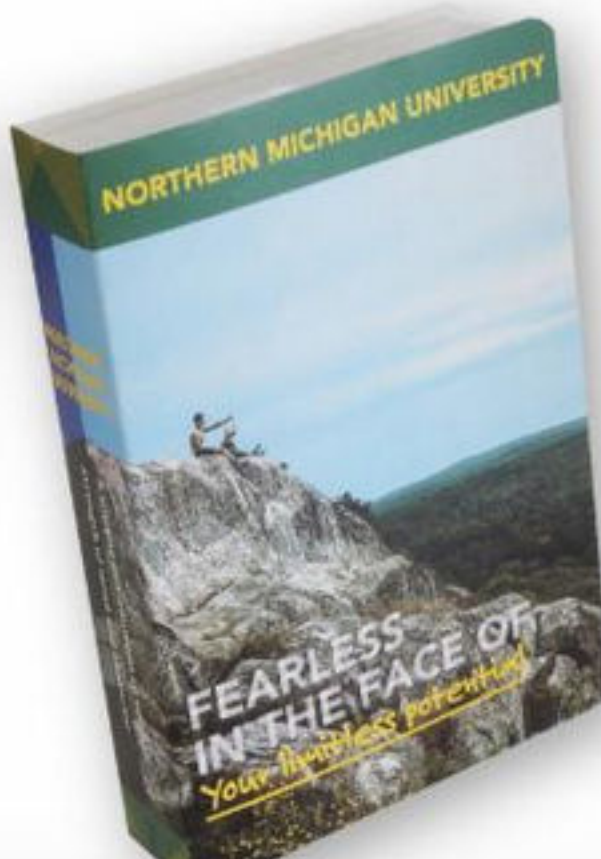
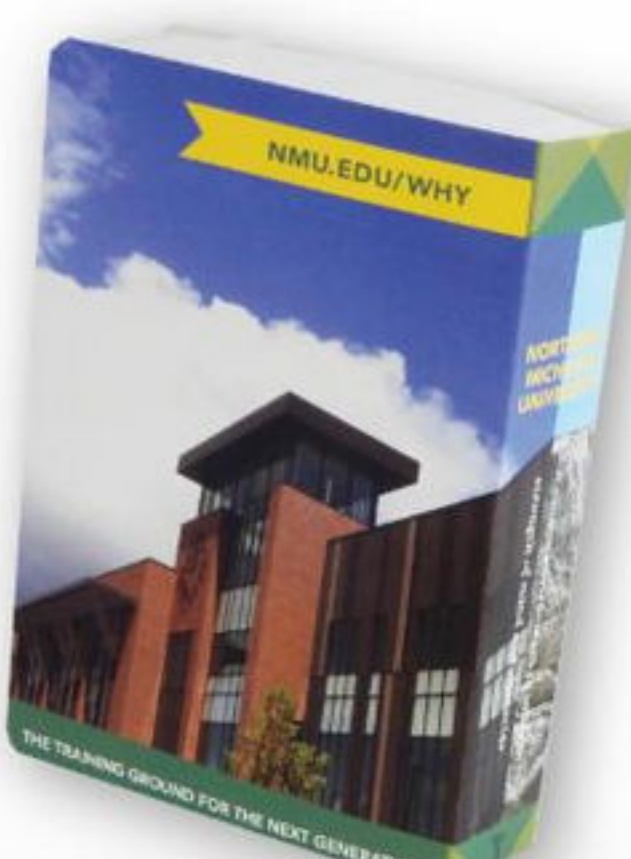
'Tis the Season

when it's freezing cold in Marquette, Michigan



home of Northern Michigan University.

On the shores of Lake Superior, just a hundred miles from where the Edmund Fitzgerald sank in a November gale. This school prides itself in their connection with the great outdoors. It is their brand. Every BookWear® they have done for the last decade has had an outdoor theme sparkling on the cover. There's the photo of an NMU student driving a Jeep with the top down and every outdoor toy spilling out (kayak, mountain bike, skis, climbing rope, pack, etc.) and "Go NMU" on the license plate. The next iteration shows a couple students perched atop a rocky bluff overlooking a vast forest, juxtaposed by campus buildings on the back cover. The next has "Start Your Story" on the cover with a photo of students on campus. On the back are students walking a Lake Superior beach. This school knows who they are, takes pride in it, and stakes their claim of higher education close to nature. And there's a surprise T-shirt in every one of these little books.



Listen Up! This is "sound marketing".

Ciner is a mining company in Wyoming with offices globally. They wanted novel marketing/PR product for recruiting engineers. We produced a book with text about their "Great People, Great Product" and their "ongoing commitment to safety, technological improvements and unparalleled customer support that has uniquely positioned us to meet global demands for decades to come." This is a company that lets people know they are listening and moving forward. The gift inside was earbuds, also handy for listening.

