

## "Every Story has a Beginning"



"Explorer's story began on September 27, 1967, the date of incorporation... Explorer Pipeline began with a group of gentlemen from ten different oil companies coming together for a common goal. They set aside their differences to find the best way to get their product to markets across the country." This was the opening text for this 50th Anniversary piece for Explorer Pipeline on the back of their "book". This history is interesting and memorable to the 250 people it was given to. They are reminded of this message for years as they use their anniversary coasters. The text goes on to say, "The first product was ready for shipment from Lake Charles, Louisiana, to Port Arthur, Texas, by October 25, 1971 - our first day of operations. We will celebrate 50 years of operations on October 25, 2021 ... stay tuned!"

No More \$65 Art Charge. That charge is listed in the brochure, but is no more.

## BookWear! tell your story

August 2017 Newsletter

*"I have had a great many troubles,  
but most of them never happened."*  
Mark Twain

## Say "Welcome!" in a very Tangible way!



Many schools do it with BookWear® followed by a "Congratulations on Your Acceptance!". This makes a very effective recruiting piece for new students that many colleges order annually. Corporations and many others use BookWear® to express welcome, like the Beverly Hills sample shown above. They have ordered little welcome books for seven years to express appreciation, to new residents and staff. "Welcome" can be said in many ways. It becomes very impactful, memorable and tangible in this little "book" with a surprise gift inside.

## Tell it to 20,000 staff!



Cox Automotive of Atlanta ordered 20,000 little "books" through their distributor. It was a marketing/communications piece directed at employees to announce an internal Learn@Cox career training program. "Learn@Cox joins the powerful suite of Compass tools and resources that help you take ownership of your Cox career journey - wherever or whatever that may be." It listed numbers of options the staff could take and went on to say, "Be sure to use these ear buds once you've identified a course you'd like to take. Start your learning and development today by visiting your divisional portal or [InSideCox.com](http://InSideCox.com)." What a great catalyst for staff advancement, in a surprising little package!