

Paris Air Show



Michigan Economic Development Corporation (MEDC) wanted a creative give-away for their exhibit booth at the Paris Air Show. They and an elite group of Michigan aerospace manufacturers and engineering companies were exhibiting collectively. They brainstormed for creative show swag and decided to tell their story with BookWear®. This "book" had a custom notepad inside. The show was in early June and one of the staff reported that the notepads they gave out "were a hit". They ordered another 1,000 of them with a different design for give-aways at their Lansing office. The Paris ones are pictured above and below are the home office version.



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July 2017 Newsletter

"Like a welcome summer rain, humor may suddenly cleanse and cool the earth, the air and you."

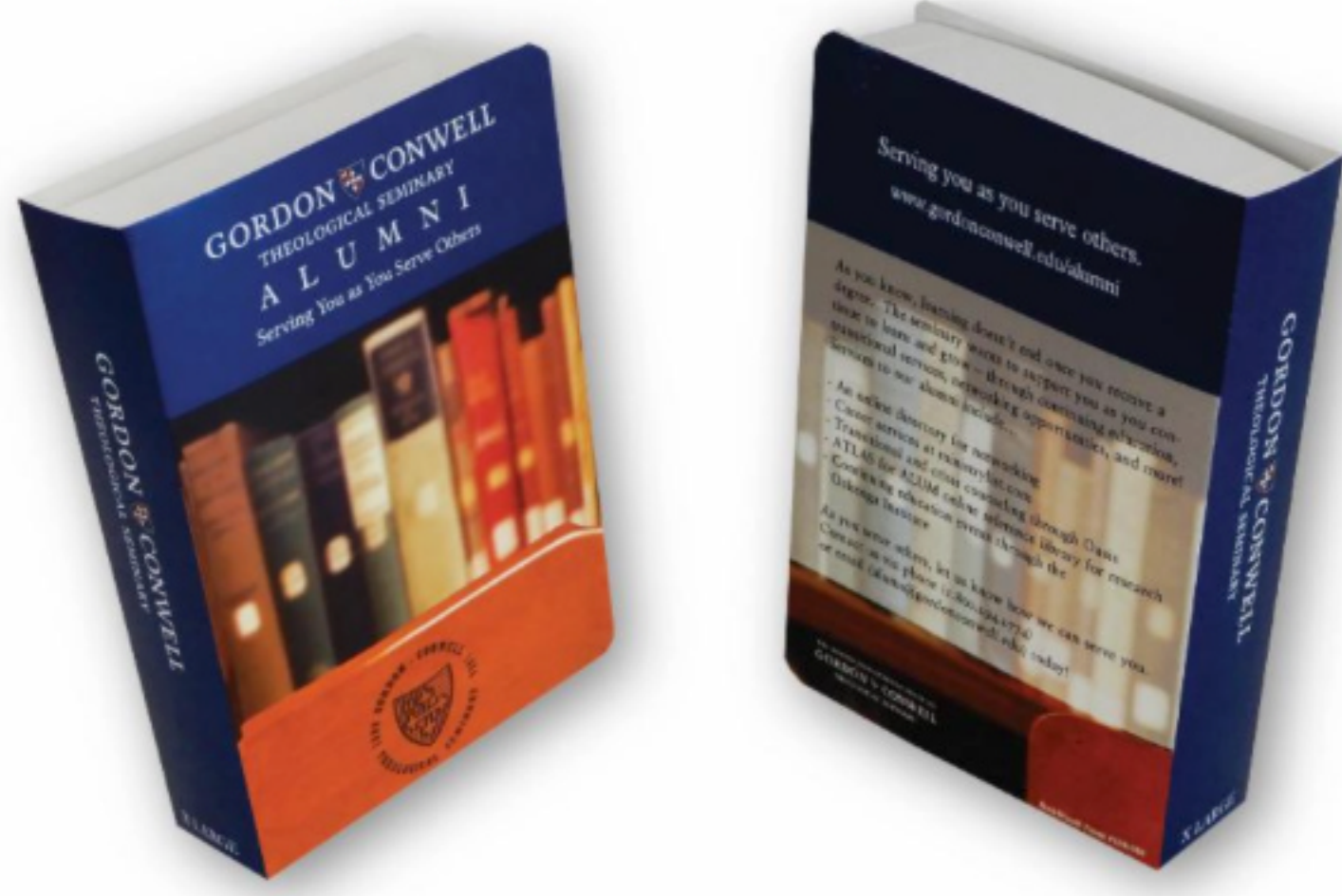
Langston Hughes

Unleash Your Potential!



When your mascot is a Husky dog it's an apt pun to say "Unleash Your Potential!" That's what this recruiting piece for UCONN says on the back of the book. They ordered 6,800 pieces to be mailed out like a thick postcard to accepted students. 650 of those go to far-flung foreign places like India, China, Nigeria, Taiwan, etc.. We're doing the mailing for them. UCONN is casting a large "Welcome" to its admitted students with a compressed T-shirt inside, and asking them to "Wear it" when they arrive on campus. What a great way to spread school spirit and see it blossom when students from all over the country and the world arrive on campus.

"Serving You as You Serve Others"



Supporting former students is something Gordon Conwell Seminary does through their alumni association. Every year they send out a "book" with the message of "Serving You as You Serve Others". On the back of the book they say "As you know, learning doesn't end once you receive a degree. The seminary wants to support you as you continue to learn and grow - through continuing education, transitional services, networking opportunities, and more!" They go on to list available services and contact information. It's a supportive piece for a school interested in the well-being of its alumni.

Website

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