

"Never Trust a Molecule"



"They Make Up Everything!"

is what these shirts say. In 2014 we did a 20th Anniversary "book" with a t-shirt inside for SLAS and they are back for more with a new version of their JBS magazine (Journal of Bimolecular Screening) and JALA (Journal of Laboratory Automation). Scientists like this understand many things about the world, including the value of marketing when it comes to expanding their universe (their membership). These "books" get the message out to members and non-members alike at their annual conference. The "Never Trust a Molecule" t-shirts inside will garner a smile and membership expansion for years to come.

Case Studies text and photos posted on the website at: <http://www.bookwear.com/case-studies/>

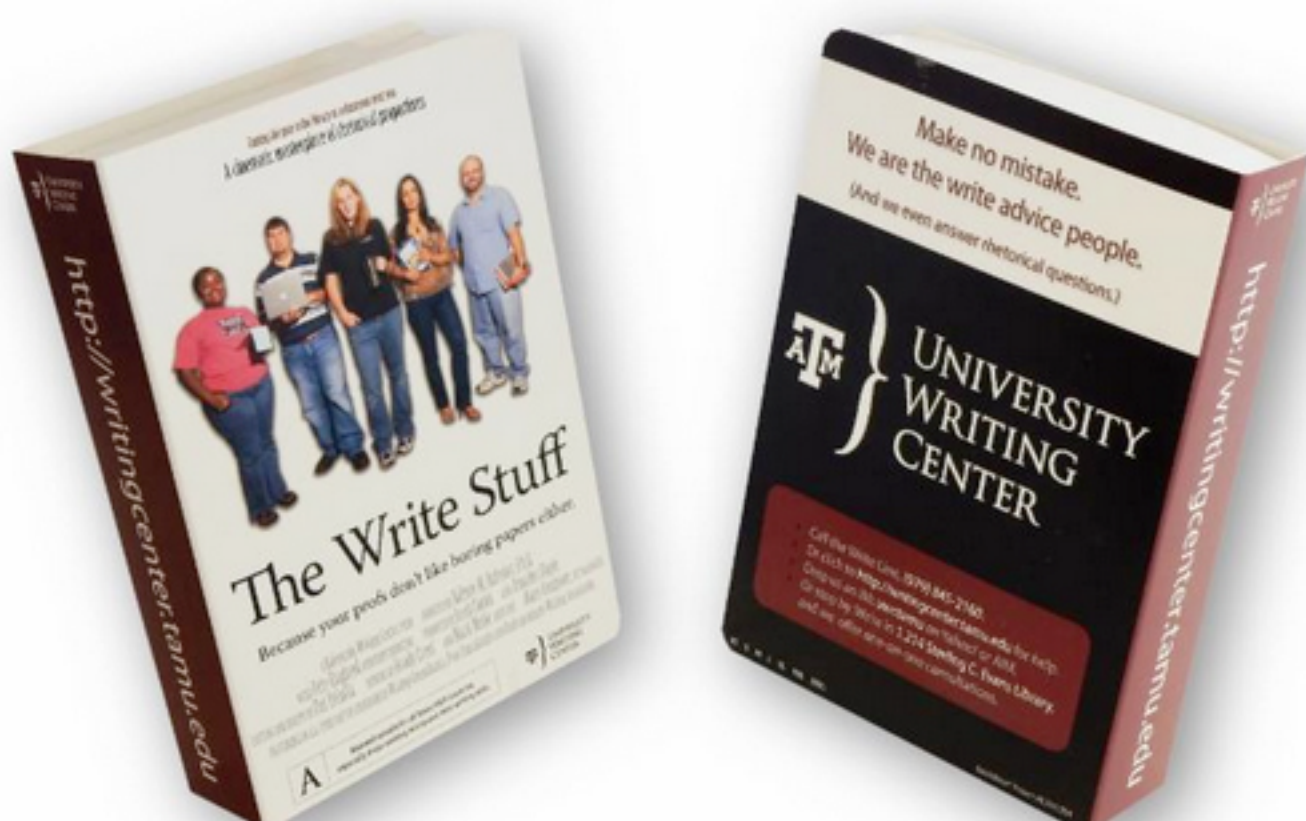
BookWear! tell your story

March 2017 Newsletter

**"The past, present and future are really one:
they are today."**

Harriet Beecher Stowe

Are You "The Write Stuff"?



That's a good question for an English major at Texas A&M. Because they're all about writing. "Make no mistake. We are the write advice people (and we even answer rhetorical questions). Because your profs don't like boring papers either." says the book cover. They give a phone number, website, email and address for getting in touch with them. Rated "A", 'Material suitable for all Texas A&M students, especially those seeking to improve their writing skills.'" It's a short story that lasts a long time, with an A&M t-shirt inside and literal jousting on the cover!

Texas A&M Goes the Distance!

Numbers of departments at several Texas A&M campuses order BookWear® for marketing and recruiting. They also have a middle-east campus in Qatar that orders BW several times a year for recruiting and to congratulate graduates. Their recruiting program is very active and we ship 500 little "books" with T-shirts in them to Qatar several times a year, 7 years in a row.

