

BOOKWEAR!

**Dream Big,
SELL BIG!**

Cox Automotive ordered 20,000 of these little "books". NBA team OKC Thunder got 2,000. NY City Health did 10,000. University of Georgia orders 12,000 to 22,000 every year for 12 years in a row. Tell your client's story with a surprising and patented "book". **Surprise Inside!**

Your Clients want UNIQUE!

Firstly, BookWear® is patented and that helps you. There'd be 100 suppliers selling the same thing otherwise. Show this custom "book" to your clients and they've never seen it before. They want that. Secondly, it's SURPRISING. When it lands on anyone's desk **THEY WILL OPEN IT!**

They don't know what it is. Your client's message, logo, and graphics GET SEEN on the book cover! They want that! It's remembered because it's unique and there's a surprise gift inside branded with the customer's logo. That's a "Win-Win" for your customer and the recipient. And it's a "Win" for you for the sale and probable reorders.

IT WORKS!

BookWear! tell your story

May 2017 Newsletter

**"Our printing press is the Internet.
Our coffee houses are social networks."**

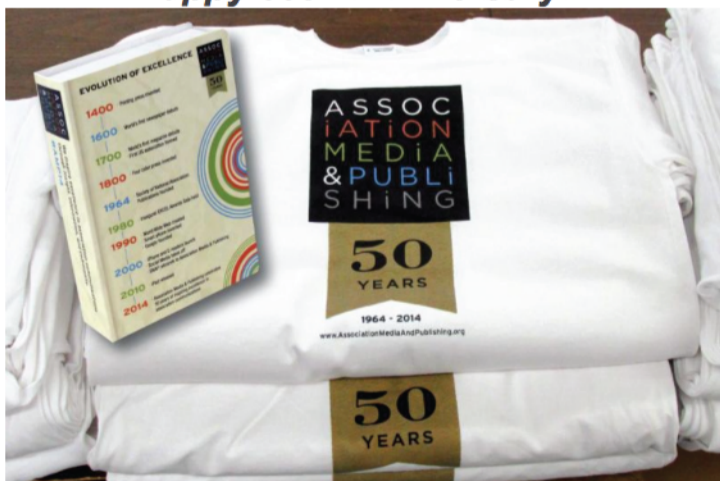
Heather Brooke

"Congratulations Tiger!"



Princeton doesn't need to say much. They chose to just say "Congratulations Tiger" on the front cover, "Welcome to Princeton" on the back. Two thousand of these "books" were mailed like a postcard to accepted students. The admissions website, address and hashtag are listed on the back. Inside was a Princeton t-shirt. That's it! Important information and it makes for an impactful and surprising package that the recipient will notice and remember.

"Happy 50th Anniversary!"



When we hear "Happy 50th" it's usually for a wedding anniversary. Many companies and associations celebrate landmark anniversaries and spread the spirit by gathering staff and friends for a party. Telling a story with BookWear® is an excellent way to combine information with a surprise gift. An "Evolution of Excellence" is what Association Media titled their 50th anniversary. On the front cover they gave a historical timeline dating back to the invention of the printing press in 1400. Wow, that's history! This is an inclusive group whose members are graphics and communications staff from hundreds of national and local associations. We're honored they chose BookWear® to tell their anniversary story to this elite group of communicators. They recognized it as a unique medium, not included in their 614 years of communication arts! No pages in this "book". Inside was a t-shirt they'll wear and remember for years with the message "Happy Anniversary!"