

**Princeton, Again! Reorders are common.**



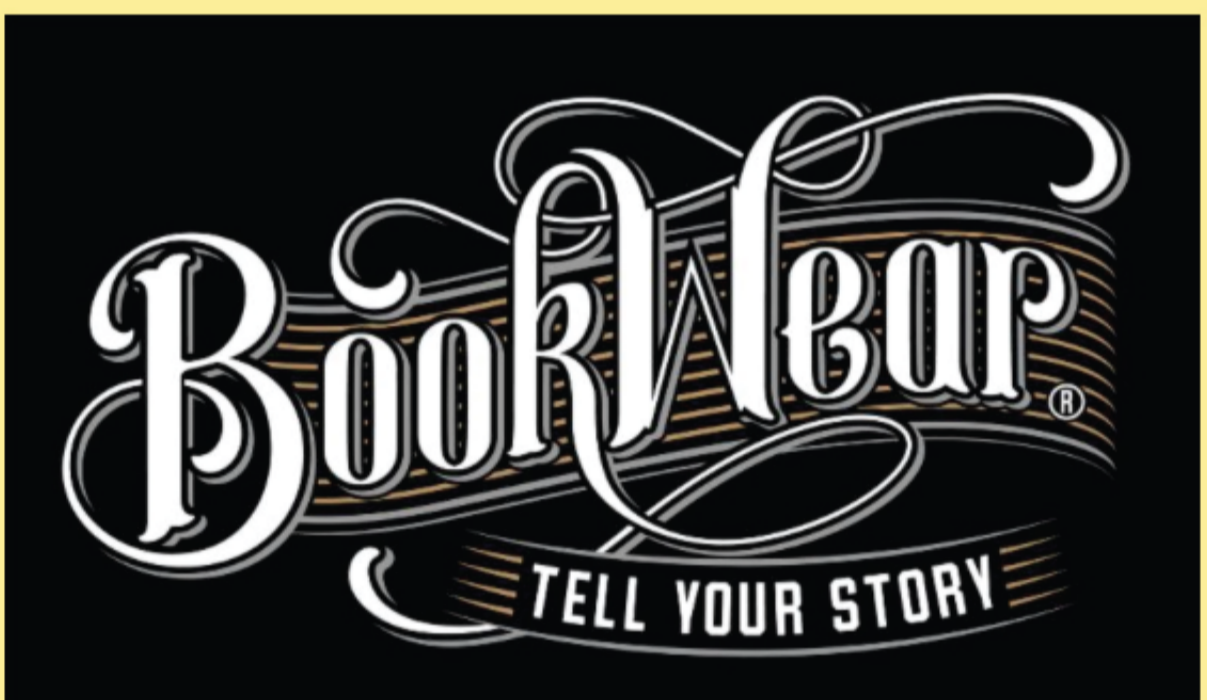
Two features of BW are especially strong: **open rate and reorders.**

When BW lands on anyone's desk it gets opened. Like a book, it is inviting to open. This "book" is even more compelling because, "What is it?" There's an unknown about BookWear® that begs attention and gets it, hence the huge open rate and the book message has great impact. And the surprise inside gives it lasting power, resulting in a super strong reorder rate like this Princeton, and Oberlin for 15 years, and USGIS for five years, etc.. Reorders are GREAT! They are icing on a salesperson's cake. You may work harder for the first order of BookWear® because it's new and unique to your customer but you get rewarded with reorders.



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

New products and new brochure coming January 1, 2018.  
New BookWear® logo below.



November 2017 Newsletter

**"Books are a uniquely portable magic."**

Stephen King

We've been in the art and graphics and printing business for 41 years. We look at hundreds of logos a year, and print them. So it's natural for us to look at our logo periodically and update it. Especially when we hire a talented artist into our graphics department. Our new artist did several versions of this BookWear® logo. We picked the one above because it's fun, artistic, classic and yet contemporary, with a lot of action and detail like any good book should be!



**"Way to Go!"**

The back of the book says, "Your Application has been accepted for a spot in Albion College's Class of 2022! We are thrilled for you to join the Briton family. Here, you will have access to a truly unique liberal arts experience; one which provides its students with the 21st-century skills to make an immediate real-world impact. Your future awaits you, and it starts on the campus of Albion College. We cannot wait for you to get started!" The spine says, "Congratulations - You're In!" And the book cover says, "Your new front porch!" This book says it all to a prospective student, with an Albion flag as a surprise gift inside. Great Recruiting!

Website

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