

## NOT full of Hot Air!



At BookWear® we generally have an easy-sell style. Once people see the "book" and "get it" their creative lights come on and our job is fun, mostly showing samples of others' books and explaining options and features. This photo of our salesperson Sheldon Green was taken at the SAGE exhibit in Dallas in late August. Looks like he is melting anyone who ventures close to our exhibit. Actually, he just stepped into the neighboring booth that sold Texas hot sauce. Hot stuff obviously! They had a fun photo-op backdrop that converted the meek into fire-breathing monsters! If you've talked with Sheldon you know he can fill the air for hours about BookWear®, or any topic, but he really is very friendly.

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

## BookWear!

tell your story

October 2017 Newsletter

*"Don't cry because it's over. Smile because it happened."*  
Dr. Seuss

### Different looks for different books.



Sometimes you want to differentiate. USC has used BookWear® for 12 years in the standard size book for recruiting. Six years ago their Gould School of Law learned of the success of the general admissions office, and they ordered Gould "books" for recruiting. Then last year they wanted a different shape altogether for their alumni and international law students. We produced a larger but thinner "book" for their T-shirts. The back of the book states, "Our USC Gould School of Law alumni has more than 11,000 graduates, including nationally and internationally recognized experts in many fields of law, business and public service. Whether newly graduated or recently retired, our Trojan Family share a connection that is both lifelong and worldwide!"



### More Beauty, Less Words

Sometimes graphics are more powerful than words. ENSCO chose that approach with a beautiful scene and a minimum text on their book and t-shirt.

Their website does the explaining. "ENSCO cultivates the ideas of our employees and customers, delivering leading edge research, development, products and services in the rail, aerospace and national security market. We foster top science and engineering talent, creating an environment where employees can tackle our customer's problems in creative and unique ways."

They chose to be creative in delivering their message with BookWear®.

Website

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