

**"Get ready for Wedding season,
Goodbye Hockey Season"**



The day after Valentine's Day it's appropriate to raise the topic of weddings. BookWear® tells the story for any season, any event. Attached are photos of a wedding "book" and one for hockey. For weddings, customize the book with the lucky couple's names, date and story. Like the one above with a coozie inside. It's a fun way to surprise the wedding party and guests with photos, story and gift all in one neat package. It's fun and it gets remembered! The other topic, hockey, has a bit more aggression in it (we hope) and it likewise can be a story that's fun and memorable on this "book". Please share with us your ideas for events and seasons!



New 2018 brochure, products and pricing.
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**"Education is the most powerful weapon
you can use to change the world."**
Nelson Mandela

"Welcome" and "Welcome" Again



DuPage University has used BookWear® for six years to say "Welcome" along with "Thank you for choosing the College of Dupage and attending the New Student Orientation. Please enjoy your complementary T-shirt!". That's a warm welcome to new students attending orientations. It's also a great marketing piece; to outfit 1,500 students per year with a DuPage t-shirt that gets worn amidst those students' peers. It works to convert prospective students into being attending students. And it works as a billboard advertising for College of DuPage.



Delta Airlines believes that starts with safety on the ground of their operations crew. They did a BookWear® "book" promoting safety to their staff. It included a TechOps t-shirt and an insert card that says, " Personal safety is not profound or complex; it is usually right in front of us. There seems to be a perception that safety programs or processes add time or difficulty to our operation. A few extra minutes to perform the task safely and correctly can save hours or days if an incident occurs." It's a lesson we can all appreciate, stated emphatically in this little surprising "book".