

"Here's Your First Assignment! Laundry!"



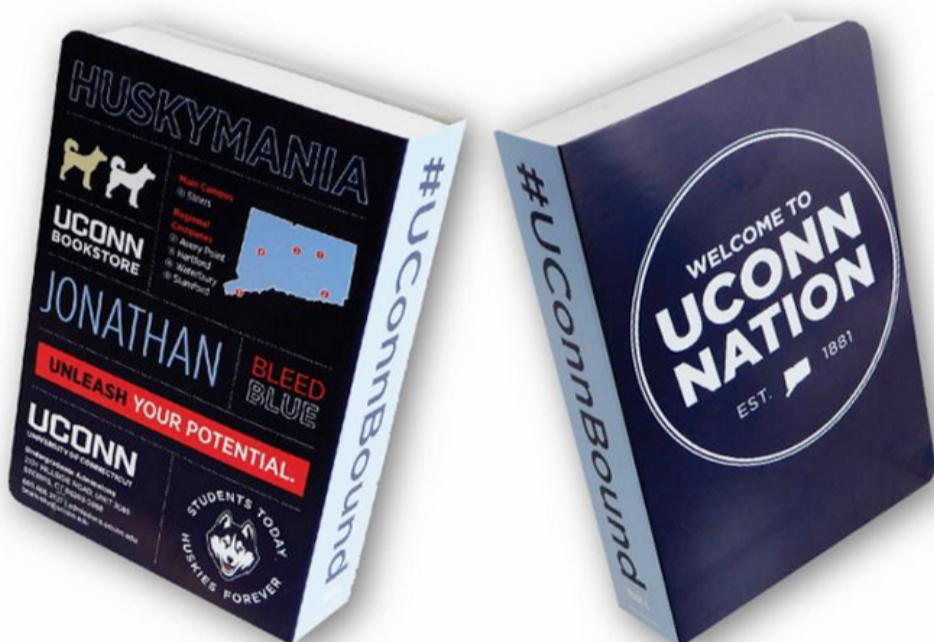
Dean College students waste no time in getting dirt under their finger nails. Prior to arriving on campus they receive a "book" that has a Dean College laundry bag inside. On the back cover are "Important Dates" for them to pay attention to and websites and phone numbers to eleven campus departments. It makes a great starter kit for new students, and an intro to campus life.

Call for quotes or new products. [Website](#)
See you at ASI Chicago, Booth #2002 7/25 & 7/26



"Time is a very precious gift - so precious
that it is only given to us moment by moment."
Amelia Barr

Their cover says "UCONN Nation"



but it is really *international* in scope. University of Connecticut does this recruiting book every year. Of the 6,700 pieces, 550 get mailed internationally. We do the mailing to their list of accepted students, both domestic and foreign. The lists are compiled from five campuses and besides a "Welcome" the message to prospective students is "Unleash Your Potential". It's a fitting slogan for a school with a Husky dog as their mascot and an energetic spirit for their "book".



Texas A&M has had a campus in Qatar for fourteen years. A primary focus has been an engineering curriculum to create a knowledge-based economy. For seven of those years they have used BookWear® to market themselves to new students. It's a different kind of "book" that's much lighter reading than their normal technical texts. This book has a TX A&M Qatar t-shirt in it.

[Website](#)

PPAI 23342 SAGE 69978 ASI 41044 UPIC Book1122