

Welcome Week with Map & Events

If you want a fun and effective directory to Welcome Week, this is it! It starts with a "You Are Here" that shows your location on a campus map. This book then details important dates and happenings on the back cover. It's packed with activities; 15 times and locations listed for Friday, 12 for Saturday and 9 for Sunday. It's a good thing there are just two listed for Monday because that's the first day of classes! There was a Queens U t-shirt inside. It's a great intro to campus life for a new student, immediately upon arrival.



Want a Prototype "book"? Your Photos & Message.



April 2019 Newsletter

"Here cometh April again, and as far as I can see the world hath more fools in it than ever."
Charles Lamb, circa 1830



Safety in the sky is of utmost importance.

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". It's a lesson that Boeing is currently paying dearly for not adhering to.



"Welcome" and "Congratulations"

are often the main headlines for recruiting, like this one for Regis University. There's a big "Welcome" on the front and "Congratulations on Becoming a Ranger" on the back. Then there's supporting text; "Life is like a good book ... Judging by your decision to attend Regis University you are ready to begin the next chapter in your life. It is time to fill the pages of your journey with meaningful experiences, memories, and learning." This book was mailed like a thick postcard to thousands of prospective students. It had a Regis t-shirt inside. What a great and fun "Welcome" to a student ready for the next page in life. "Regis was made for student's like you who refuse to sit on the sideline. So get involved and exhaust life!" It's a winner for the university to get thousands of students in the company of their peers, advertising Regis. And it's a terrific tool for matriculation.