

Walker Printing Company, LLC



ThumbPRINT

MARCH 2019 | Timely Information and a Good Mix of Fun from Your Locally Owned Printer.

Tips for Healthy Smartphone Use

A recent survey by BankMyCell.com shows that, on average, smartphone users have up to 47 interactions with their phone daily, while 85% of those users will check their phone while speaking with friends or family.

Smartphones tend to get a lot of bad press, but rest assured, they aren't going away anytime soon. Since it's impractical to avoid using a smartphone, here are some helpful tips to make your smartphone use as healthy as it can be.

» Set up filtering and accountability. There are a lot of things that are easily accessible online that little (and big) eyes shouldn't see. To help you and your family avoid unwanted images and websites, consider a filtering and accountability solution like Accountable2You, EverAccountable, or Covenant Eyes.

» Block the blue light. All devices emit blue light that can be harmful and tiring to the eyes after prolonged exposure. Turn on "Night Shift" or your device's unique blue light filter to keep those eyes happy.

» Stop wearing your phone. Avoid stuffing your phone in your pockets and

keeping it close to your body all the time. Not only will you avoid possible radiation, but you'll also free yourself up to not be glued to your phone screen with every ding or bell that occurs.

» Set limits. Playing on your phone is fun, but so is human interaction. Set up reasonable rules like "No phones at the dinner table" or "No phones after 8:00 p.m." and use that time for investing in those around you. You could also try charging your phone outside of your bedroom at night to ensure you're getting the rest you need.

Make others your focus by putting down your phone the moment they enter the room to engage with you. Smartphones make you more accessible to the world, but remember to be available to those in the same room first and foremost. ✓



SAVE 10%

on your next order of 500 or more custom printed labels.*

*Some restrictions apply. Not valid with other offers. Offer expires 03/31/19.



Walker Printing Company, LLC

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Ben's FRIENDS

Quotes to Live By

"Every moment is a fresh beginning."

— T.S. ELIOT

"Simplicity is the ultimate sophistication."

— LEONARDO DA VINCI

"I could agree with you but then we'd both be wrong."

— HARVEY SPECTER



Sandra and David Chaney
Owners

Sales Stuck?

If your sales are feeling a little sluggish, you need an affordable and fun way to make an engaging promotion! Labels are the perfect solution to making your business name stick and getting your sales moving again. From simple return-address labels to standout promotional icons, labels can be created to meet your unique look. With options like circular or die-cut, embossed, laminated, or foil printed, you can be sure your customers and prospects never forget you. Give us a call to help create ideas that stick.

Wide-Format Printing

GET YOURS TODAY! **\$1999**
24" x 36" only



Larger Sizes Available

Pass It Around

If you enjoyed this newsletter, share it with fellow employees or friends. Just copy and paste the link into an email message and share the wealth!

More than Just a Bad Day

You might be suffering from depression if . . .

- » *Your passion seems lost.* Activities you once loved begin to feel burdensome and torturous more consistently. These include activities like eating dinner with your family and spending time with friends.
- » *You can no longer rely on your intuition around food.* Instead of eating normally when you're hungry, you'll tend to either not eat at all, or you'll overeat in an effort to soothe yourself.
- » *Sleep eludes you.* More than merely a couple of nights of fitful sleep, if you've gone weeks or months struggling to get a solid night's rest, it's time to check with your doctor and explore the mental side of your insomnia.
- » *It takes constant effort to remain focused.* If you find yourself forgetting normal things (like putting shampoo in your hair while showering) or mentally blacking out, your lack of focus may be a sign that you need additional help.



 Wellness

Label Me Wise

If you're looking for a convenient and affordable way to spark your branding efforts and spread the word about your business, use custom-printed labels! Here are a few ways labels will help boost your brand:

» *You can use them anywhere.* From flyers to windows, when you put your message on a label, you're ensuring that it can be seen from anywhere. Next time you're looking to give your existing print pieces a little boost, add an eye-catching label.

» *You can highlight key information.* Need to promote your money-back guarantee, upcoming promo, or draw attention to a specific aspect of your print piece? Labels will help sweeten

your next deal when you put your call to action prominently on a call-to-action sticker.

» *You can enhance your trade-show effectiveness.* Add custom-printed labels to your trade-show marketing pieces for a quick and easy way to showcase your information. Consider printing your business card on a label and adhering it to your next trade-show flyer, so your information is at the ready.

Give us a call today if you'd like help creating the perfect label!



Is This Seat Taken?

No one likes to sit on a wet bench, including South Korean designer Sung Woo Park. Frustrated that public benches remained wet for so long after the rain, Park designed and created a rotating park bench. The Rolling Bench features a handle on the side that turns, allowing you to rotate the top of the seat and have access to dry seating all day long. Good innovation means adapting to the surrounding environment, and this urban furniture innovation did precisely that. ✓

Gutenberg's Army©



TRIVIA

1. What color is smaragdine?
2. Who averaged one patent for every three weeks of his life?
3. On a computer keyboard, what letter is between Q and E?
4. How many squares are on a standard chessboard?

1) Emerald green 2) Thomas Edison 3) W 4) 64

TOP TEN

Shark Tank Companies

1. Kodiak Cakes
2. Readerest
3. Cousins Maine Lobster
4. Groovebook
5. Squatty Potty
6. Grace and Lace
7. Bubba's Q
8. Topsy Elves
9. Ring
10. Bedjet



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CAN YOU GUESS THE YEAR?



- » The 21st Winter Olympic Games are held in Vancouver, Canada.
- » Matt Smith makes his first appearance as the 11th Doctor in the BBC program *Doctor Who*.
- » The Deepwater Horizon drilling rig explodes, killing 11 and causing the rig to sink.
- » The 136th Kentucky Derby is held.
- » Jessica Watson (age 16) becomes the youngest person to sail solo, nonstop and unassisted, around the world.
- » *Toy Story 3* premieres.
- » The Copiapó mining accident in Chile ends as all 33 miners are rescued after 69 days underground.
- » Prince William and Kate Middleton announce their engagement.
- » Conan O'Brien's last *Tonight Show* episode airs.
- » The New Orleans Saints defeat the Indianapolis Colts 31-17 in Super Bowl XLIV.

The year was 2010.

Time to Get Carried Away

Direct mail doesn't have to be limited to postcards and brochures. Sometimes, all you need is a box and a balloon. Luxury car brand Land Rover turned direct mail on its head when they decided to invite 100 customers to the opening of their Liverpool showroom by sending a red mylar balloon in a box. When the balloon lifted out of the box, customers discovered a marketing message and event invite attached to the end of the balloon string. Land Rover was able to inflate their mail success rate and turn their follow-up calls into an experience their prospects looked forward to. 

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PERMIT NO. 6

Frozen Fruit Cups

- 2 cans chunk pineapple (use juice)*
- 2 large containers frozen strawberries (use juice)*
- 1/4 cup lemon juice*
- 1 can 7-Up*
- 6 bananas, sliced*

Combine all ingredients. Pour into 20 clear plastic punch cups. Freeze 1-2 hours. Serve frozen.

Judy Sheindlin, better known as Judge Judy, was born on October 21, 1942. In 1965, Sheindlin passed the New York state bar exam and became a prosecution lawyer within the family court system. She was then appointed in 1982 by New York City Mayor Ed Koch as a judge in criminal court and went on to serve as Manhattan's supervising family court judge in 1986. Since September 1996, Judge Judy, Sheindlin's Daytime Emmy Award-winning court show series, has gained massive popularity due to her "no nonsense" style and outspoken reputation, earning her \$47 million a year.

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