

Ask the Printer

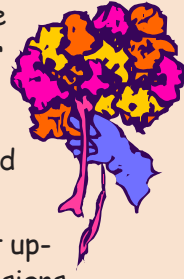
In this column, we address some of the questions that we are asked time and again by customers regarding the printing process, and different options available today.

Question: "My daughter's getting married in October, but goes to school in Chicago. Is there any way we can pick out wedding invitations without having her make a special trip home?"

Answer: YES! You can come in to browse our wedding invitation albums here in Ludlow, or, you can both look through them at our website (www.ludlowprinting.com). It's as easy as a click on "order online", and "wedding invitations".

Looking for a specific theme? Daisies? Nautical? The choices are even categorized.

Once you decide, your invitations can be ordered on-line, or in person, with our customer service professionals, Amy or Tracy. Either way, you can take 10% off the prices, and we'll pay for the shipping and handling!



At Ludlow Printing, we keep only the most up-to-date catalogs, with all the newest designs and papers. There's a "Save the Date" catalog, a special book of shower invitations, and one with inexpensive choices for budget-minded brides.

Not sure how to word your invitation to reflect a not-so-traditional situation? That's never a problem here. We'll offer suggestions, help you fit three entrée choices on your response cards, and even help set up your "Directions to the Church" enclosures.

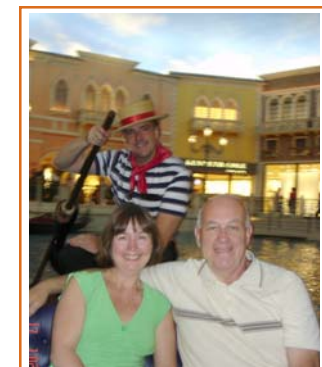
So, whether your Big Event is in Ludlow, Louisiana, or Luxembourg, make your first stop Ludlow Printing ... the Wedding Invitation Experts!

Vegas Vacation!

After listening to EVERYONE telling us how wonderful and exciting Las Vegas is, Dick and I finally decided to see for ourselves!

This year, to celebrate our 35th wedding anniversary, we planned a trip out west. We'd always said, "Some day we're going to stand on the edge of the Grand Canyon", and I'd always wanted to look up at the giant Sequoia trees. So that's just what we did ... and a whole lot more!

In June, we flew to Vegas, and spent 5 days exploring the world-famous hotels along "The Strip". From Sigfreid & Roy's white tigers to exploring the inside of a giant



pyramid (Luxor), there were man-made wonders to take our breath away. We enjoyed a gondola ride along the waterways of Venice (the Venetian), Cirque de Soleil's amazing performances in "O", and the dancing fountains of the Bellagio at night. The infamous buffets proved worthy of their reputation! We ate like royalty! (We spent a total of 20 minutes in the casinos, and won \$29!)

From Las Vegas, we drove a red convertible (rental) to Hoover Dam, and the Grand Canyon – where we watched the sun set over the western ridge. Awesome! From there, we crossed the Mojave Desert to reach Sequoia National Park, and stand at the base of some of the oldest and largest trees in the world. We both concluded



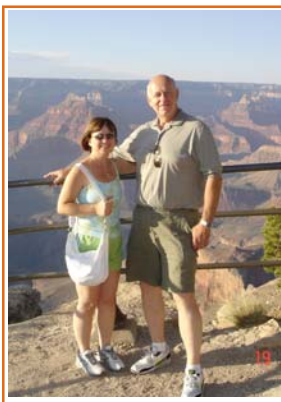
that Mother Nature beat the Las Vegas engineers in all categories!

From the Sequoias, we headed to Big Sur, the scenic Pacific coastline in California. Carmel, Monterey ... one "Kodak Moment" after another! San Francisco

was our destination, and it proved well worth the 1500-mile drive! Fishermen's Wharf, Alcatraz, the Golden Gate Bridge, the playful seals who took over Pier 13 – they were all there, just as we had seen in the movies ... and now, so were we!

We flew home from San Jose 9 days after we left Bradley Airport. It was a whirlwind vacation! Everyone tried to warn us that we were attempting to fit too much into too short a time period ... but we squeezed it all in, and enjoyed every minute of the adventure.

We're already planning our next big trip! We'd like to see Old Faithful, the Colorado Rockies, and Mount Rushmore. Perhaps Oregon and Washington State, to gaze into Mount St. Helen's volcano and feel the lava



rock. This beautiful country of ours is just waiting to be 'discovered' again. If you haven't travelled it's highways, or flown to it's most scenic destinations, we highly recommend that you pick a date, select a destination, and enjoy one of the greatest vacations you'll ever experience!

We give it "two thumbs up"!!



GREAT IMPRESSIONS

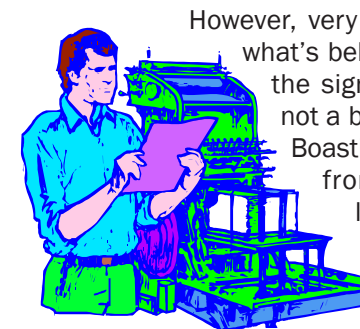
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Ludlow Printing • 44 Sewall Street • Ludlow, MA 01056 • 413-583-5220 • Fax 413-583-6175 • www.ludlowprinting.com

Behind Closed Doors...

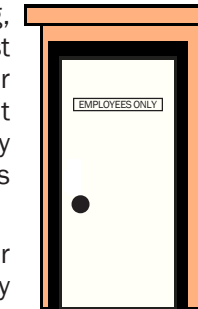
If you have come in to Ludlow Printing, you've seen our customer service area. Most likely, you have also glanced in at our 'Invitation Center', where couples pick out wedding announcements, and party planners search through dozens of albums for the perfect birthday invitation.

Looking around, you might have noticed our order desks, file cabinets, and the many copiers that produce color, black & white, and large-format engineering copies for our customers. Just around the corner from the front counter is our graphic arts department, where the computers and scanners are networked, connected, and busy, under the talented fingers of our creative typesetters.



However, very few people get a glimpse of what's behind that closed door, bearing the sign "Employees Only". No, it's not a bathroom, break room, or gym. Boasting more floor space than our front customer area, this door leads to the pressroom, where Frank and Eric are busy burning plates, inking rollers, and running stock of all weights and sizes through

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Make your Mark with Refrigerator Magnets!

Are you looking for a new idea in marketing your business? May we suggest the (often unheralded) refrigerator magnet?

Is there anything more trustworthy? Stuck there, day after day, month after month, sometimes for YEARS!

The average household has 11 magnets on their refrigerator – holding up such important documents as children's art projects, save-the-date cards, appointment cards for doctors, dentists, and hairdressers. Photographs, lottery tickets, pizza coupons ... items that are referred to on a daily basis.

The question is ... are you ready for YOUR company to take advantage of this understated form of advertising? Would you like us to design a unique, customized magnet just for YOU?



Give them to your clients to keep your business name and phone number at the tip of their noses. Hand them out at trade fairs ... Pop them in envelopes when you mail out invoices or statements.

The secret is to make your magnet attractive and attention getting. Something your clients will WANT to hang onto!

There are dozens of colorful designs that you can use for a standard, rectangular, round, oval or square magnet ... or choose one in the shape of a house, a van, lightbulb, telephone, or any of the multitude of whimsical, unique, designs available.



\$265 will get you 1,000 full-color magnets in any one of our standard shapes and sizes. It's time to capture your share of the refrigerator advertising market. AND, they also stick to file cabinets!!

Ludlow Printing and Copy Center ... your source for custom magnets ... and a whole lot more!!!

Creativity is a type of learning process where the teacher and pupil are located in the same individual.

Arthur Koestler

Gasoline ... \$3 a gallon??!!

So, you think that's bad? Let's put things into perspective:

Diet Snapple (16 oz.) \$1.29 \$10.32/gallon
 Scope mouthwash (1.5 oz.) \$.99 \$84.48/gallon
 Pepto Bismol (4 oz.) \$3.85 \$123.20/gallon
 Vicks Nyquil (6 oz.) \$8.35 \$178.13/gallon
 and ... are you ready for THIS?

Evian water (9 oz.) \$1.49 \$21.19/gallon
 \$21.19 for WATER! And, do we even know where it comes from? (Did you know, Evian, spelled backwards, is Naive?)

So, next time you fill up your tank, be glad your car doesn't run on water, or even worse, Nyquil!!

Technology Corner



I'm All Thumbs With This Technology!

Any one who uses a computer has experienced the problem of having to transport data from one place to another. Complicating matters is the choice of media to put the data on, floppy disk, ZIP disk, and CD-R are a few of the tools that have been used in the past. They are portable and do a satisfactory job storing data. The problem is that they can be cumbersome, unreliable, and, at times, incompatible. Have you noticed that most new computers aren't equipped with a floppy drive?

Uber-goobers have managed to solve this problem with the clever and fashionable thumb drive. First seen as early as 1998, when IBM introduced the thumb drive as a way to replace the unstable floppy disk, these little storage bugs caught on quickly with gadget-heads and cyber-geeks. As portable data storage needs grow, and the size of data out weighs the capacity of even compact disks, thumb drives have skyrocketed in popularity. You'll find them on key-chains, hanging around peoples necks on lanyards, and in briefcases and purses everywhere.

Classifieds

Delicious, delightful, decorated cakes. Creative and custom designs for all occasions. Call Tracy at 283-4504, or visit her website, www.tracyscreativecakes.com. and view her gallery of sample cakes. For the price of a 'supermarket cake', you can choose a delicious cake your guests will rave about!

Looking for a unique gift idea? How about a shadow box from Frame Corner Gallery? If you have a relative who was in the service, their stripes, medals, pins, and dog tags can be memorialized in a beautiful, framed shadow box. Isn't it time to take family heirlooms out of the attic, and display them for proud relatives and friends? Call Josephine Heubel at 525-2399, or visit her at 225 Shaker Road (route 220), East Longmeadow.

It's time for Fall Cleaning! Is your 'time' too scarce to do the job right? We highly recommend David & Terra Missildine, owners of Beloved Earth, an environmentally-friendly cleaning service. We recently contracted them to clean the ink-covered floor of our pressroom, and were astounded at the results! It went from 'war-zone' to 'practically new' in a day! They clean homes, businesses, and they do windows! Call them in Monson at 413-303-1559. You'll be glad you did!

For a great new way to grow your client base, visit a BNI meeting, and learn how word-of-mouth advertising can work for you. Call Dick or Barbara at Ludlow Printing, 583-5220 for meeting dates and times.

A thumb drive is simply portable storage for data. Like a floppy, it is re-writable and doesn't require external power. These drives fit into the USB port on your computer. They are also "hot swappable", which means you can plug them in without having to power down your system. Accessing the storage is easy, as they show up like a hard drive on your computer. They are small, about the size of your thumb, which is where they got their nickname.

Be careful with compatibility. Most modern operating systems support USB thumb drives, but some older versions, like Windows 98, can be problematic. Check with the manufacturer for software to make those older systems compatible.



How much storage fits on these little drives? Well, in a word...LOTS! Thumb drives nowadays come in sizes up to 8 gigabytes. I'll give you a second to read that again. That's right 8 gigabytes. That's big. The casual user can easily get away with the 1- or 2-gigabyte models. They are inexpensive, too. Prices range from \$9.00 to \$200 depending on capacity.

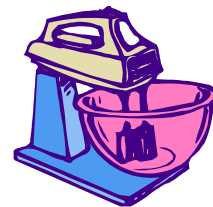
Some uses for thumb drives include:

- Working on a set of files between several different computers.
- When traveling without your laptop, you can still bring digital pictures and video to show family and friends.

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Moist Apple Cake

1 pkg. (18 oz) Yellow cake mix
1 pkg. (3 oz) Jello Vanilla Instant Pudding
1 cup water
4 eggs
1/3 cup oil
3-4 apples (peeled, coarsely chopped)
1/4 cup milk



Pre-heat oven to 350°

Grease 12-cup fluted tube pan or 10" bundt pan

Beat cake mix, dry pudding mix, water, eggs and oil in large bowl with electric mixer on low speed, until blended.

Beat on high speed 2 minutes. Gently stir in apples.

Pour into pan.

Bake 50 min. to one hour (until toothpick in center comes out clean).

Cool and enjoy!

Behind Closed Doors...

(continued from page 1)

our offset presses. Unlike many of the printing suppliers who may call on you, or send you flyers in the mail, we're not 'jobbers' or 'brokers'. We have the equipment and the people. We can typeset your job, print your job, and deliver your job – all right here on Sewall Street in Ludlow.

Besides the presses and pressmen, our back room also holds a camera (to turn your originals into plates), a cutter (cuts up to 500 sheets in one slice!), padding presses, folders with various functions, a 'saddle' stitcher, light tables, hundreds of colors of ink, and paper, paper, and more paper! We are SO ready for your printing project!

Next time you're in, if you'd like a 'sneak peek' into our pressroom, just ask one of us! We'd be happy to open the door and show you what sets Ludlow Printing apart from the rest!

Technology Corner (continued from page 2)

- Backing up files and storing them offsite, like storing your office files at home, safety deposit box, or buried in a coffee can in the backyard.
- Bring along the latest episode of American Idol on your thumb drive to watch on the airplane when you travel.
- Store your entire music collection on one to become a virtual DJ wherever you go.

They are small. They are cheap. And they are highly portable. Three reasons you shouldn't delay in picking up a nifty thumb drive. If you're like me, you'll find a use for it every day. Which thumb drive do I have? I recently purchased a 1 gigabyte model for \$24 at an office supply superstore. I'm backing this article up on it right now!

Christopher Prouty is the founder of **mytechnologyguy**, a company that specializes in computer and network services, training, and security. He can be reached at 413.642.0369 or chris@mytechnologyguy.com.

It's all in the name!



When General Motors introduced the Chevy Nova in South America, it was apparently unaware that "no va" means "it won't go." After the company figured out why it wasn't selling any cars, it renamed the car, in its Spanish markets, to the 'Caribe'.

When Parker Pen marketed a ballpoint pen in Mexico, its ads were supposed to say "It won't leak in your pocket and embarrass you." However, the company mistakenly thought the spanish word "embarazar" meant embarrass. Instead, the ads said, "It won't leak in your pocket and make you pregnant."



Welcome New Customers!!

We are always delighted to add new names to our growing list of satisfied customers!

A.C.T. Cleaning Service
Body Shop (massage therapy), Ludlow
Braga Custom Homes, Florence
C & D Auto Glass, Ware
CT's Express Delivery, Chicopee
Chabot Concrete, Hampden
Chandler Construction Company
Crivelli Family Chiropractic, Springfield
East Windsor High School
Fluff's, Ludlow
Frame Corner Gallery, East Longmeadow
Gary Foster Landscape Contractor
General Home Maintenance, Wilbraham
Girl Scouts of W. Mass, Leeds
Home Werx, Ludlow
Impressions Hair Salon, E. Longmeadow
JNT Heating & Air Conditioning, Ludlow
Joel Page Landscaping, Feeding Hills
Karl Erwin Lawncare, Ludlow
Kotowicz Custom Homes, Belchertown
Kurtz Stump Grinding
Morin Home Improvement, Ludlow
New England Hearing Aids, Springfield
New England Security & Technology, Granby
Nil's Ponies, Brimfield
NWV Productions, D.J.
Patchwork Passion, Wilbraham
Quality Lawn Care Services, Monson
Raymond Escribano, Springfield (Artist)
RJT, Ludlow
Serenity Salon, Chicopee
Tastefully Simple, Chicopee
TCL Construction, Granby
TF Home Improvement, Ludlow
Transaxle, Shrewsbury
Triple R Trailer Repair, Ludlow
Washington, Atty. Jacqueline Lee, Springfield
Wingate at Wilbraham
Yacavone Landscaping, Granby

