

Copresco offers tips on...**How to Succeed in a Tough Business Climate**

We all know that we're in a tough business environment. But, rather than hanging our heads, let's look at what we can do about it.

Marketing and business experts say that we need to work smarter and promote our businesses better.

Now's the Time

Many analysts believe that tough times can actually be the best time for forward-thinking companies to increase sales and market share.

Here are some thoughts and ideas to consider:

1. Be positive and proactive. Whether you are marketing to general business customers or highly technical clients, you should develop an offensive game plan to counteract negative thinking.

Add value to your products or services, rather than cutting prices.

2. Target your markets tightly so you don't waste time and money on customers that can't specify or buy what you're selling.

If budgets are tight, focus on high-yielding activities.

Ammo for Your Staff

3. Keep your sales and support staffs informed and armed with up-to-date promotional and technical collateral tools.

Leaving a printed piece behind is still more effective than bombarding customers with e-mail messages and PDF attachments.

4. Be consistent. Provide content-rich communications to keep your company continually visible to your customers.

Use case histories of successful applications to show how your products and services have benefited other customers.

5. Follow the Keep It Simple principle by maintaining factual, straightforward communications.

This is not the time for exaggerated claims and public relations puffery.

6. Stay flexible. Be ready to quickly adapt to changing times and market conditions.

7. Work with partners that can provide positive solutions to your problems and help reduce costs.

How Copresco Can Help

Working with Copresco as a partner can help you get the most for your communications dollar. Digital on-demand offers you benefits and value that you just can't get from any other printing process.

Digital printing cost-effectively fills the demand for short runs of books, manuals, newsletters, technical publications, directories and a wide range of collateral materials.

Cost Savings and More

On-demand saves you and your company valuable time and money by printing the exact quantities you need; nothing more. You also reduce waste and storage costs, increase your cash flow and keep materials up-to-date.

Press runs in the hundreds rather than tens of thousands dramatically reduce your inventory needs and warehousing costs.

You no longer need to stock shelves upon shelves of materials that will become outdated or obsolete. With on-demand printing, changes, updates and additions are made quickly and easily.

Seamless files transfer to our website server from your desktop saves valuable production time and effort.

Greater Flexibility

The continual advancements of our digital color work offer you unique opportunities for the production of eye-catching sales tools and technical documents. Full-color pages also add distinction and visual impact

for a spectrum of black & white books and manuals.

A full range of bindery services from basic wire stitching through top-of-the-line case binding adds the finishing touches to your piece.

Thick and Thin

Copresco's capabilities range from perfect bound books as thin as 1/8" to looseleaf volumes several inches thick.

Index tabs will add further pizzazz and increase your readership.

Additional flexibility may be achieved with variable data printing for target-marketed publications like *Overnight Lite*, for example.

Copresco's Added Value

There is no substitute for Copresco's special technical skills, know-how and in-depth experience.

An experienced and skilled staff that's committed to meeting seemingly impossible deadlines and quality demands supports all of our digital printing systems.

Now—more than ever—is the time to get the most value from your customer communications. Now is the time to call Copresco.

A Prime Example

Looking for another benefit of on-demand printing?

How about eliminating the need to print separate price sheets for your catalogs?

It's simple. Just include the prices right in the catalog, and print the required number of copies.

When price changes are needed, simply make the type corrections—along with any changes in products or services—and Copresco will make another short run of the revised piece.

<http://www.copresco.com>

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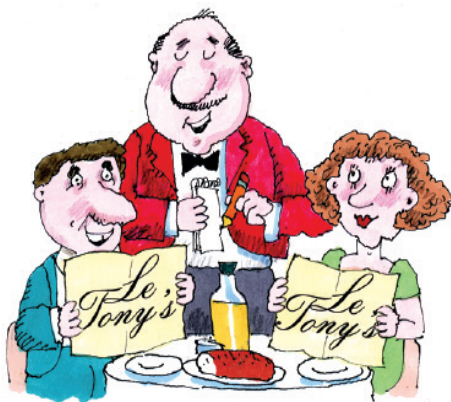


Digital On-Demand Printing

262 Commonwealth Drive
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Address Correction Requested

Last night we went out to eat at an Italian restaurant that was so fancy,



the menu was printed in French.

I threw a New Year's Eve party last year, and I'll never forget the stroke of midnight. That's when I got the bill.

I hate being a bachelor in January. You get a cold, and there's no one to give it to.

The two famous German philosophers, Mr. Goethe and Mr. Kant, went for a walk one day, discussing some very important and confusing matters. When someone asked Kant if he got any help from Goethe, he replied, "Definitely yes. I'm still confused, but at a much higher level."

My boss is rigid to a fault. He even throws his trash out in alphabetical order.

Life really is short. I saw a criminal who had been sentenced to life get out after only ten years.

Now that the season is over, a Texas football coach admitted how he sorts out his new team members by position—he sends them sprinting toward a brick wall. Those who run around it are backs; those who go through it are linemen.

My boss is so persnickety. His desk is so clean, I thought it was for sale.

My desk is the messiest in the company. It's the only one with a retaining wall.

Paper clips: the Tinkertoys of the business world.

When billionaire Howard Hughes died, a reporter asked the private nurse what Mr. Hughes left behind. She replied, "Everything, I think."

To Avoid Delay, Please Have All Your Symptoms Ready—notice in waiting room

Hangover: the wrath of grapes.



I got good news and bad news from my son's teacher. The good news is my kid is full of creative ideas. The bad news is they're all in spelling.

A raccoon tangled with a 23,000-volt line today. The results blacked 1,400 homes and, of course, one raccoon. —*Steel City News*

"You don't have an inferiority complex," the psychiatrist explained. "You are inferior."

I worked in a pet store, and people kept asking how big I'd get. —Rodney Dangerfield

Sign we saw in a local eyeglass shop: "Eyes Examined While You Wait."



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ISSN 1930-2274

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