



## A Longtime Copresco tradition...

# Sharing Printing Excellence Awards with Clients

In keeping with the tradition of sharing our industry recognition awards for printing excellence with customers, Copresco has presented commemorative plaques to Peek a Productions and Proform Technologies.

President and CEO Steve Johnson presented the awards to Peek a Founder and President Aletha Noonan and to Garrett Ryan of Proform.

### Triple Award Winner

Peeka's fully personalized, four-color case bound children's book was honored with a Best of Category Pinnacle Award, an International Gallery of Excellence Gold Award and a Premier Print Award.

A Chicago company, Peek a produces one-of-a-kind books for babies, toddlers and preschoolers. Each story features the child's name and cartoon character likenesses of the child.

### Textbook Example

This job is a perfect case study for the benefits of Copresco's digital on-demand printing. Utilizing our variable data printing skills, we produced personalized copies of the book, with the child's name and cartoon character woven throughout the full-color story.

### Style Manual Wins Two

A 44-page, full-color, full-bleed brand style manual for a global brokerage organization garnered a Pinnacle Award of Excellence and an International Gallery of Excellence Silver Award.

### Critical Color Reproduction

The manual contains strict usage standards for everything from logos, typefaces, stationery and signage to publishing, advertising and collateral materials. Rules for use of the color system are included.

Accuracy of color, including pantone color matches, is absolutely imperative when reproducing a corporate identity manual.



Garrett was amazed by the exceptional color and quality of the whole piece. "It's a real testimony to the advances Copresco has made in digital color printing."

"Meeting a tight delivery deadline was an added benefit," Garrett said.

### Competing with the Big Boys

All of these awards were for jobs submitted in direct competition with traditional offset printing, which confirms the exceptional quality of the work we do for our clients.

So, when you need short run, high-end color printing, call the company that consistently delivers award-winning work—right on schedule.

Call Copresco.

## Thanks for Your Support

As we get ready for the dawn of a new decade, we thank you again for your continued trust and support.

It was a tough year for everyone, but thanks to you, Copresco had an excellent 2009.

### Lite's 20th Birthday

One of the highlights of the year was the 20th anniversary of *Overnight Lite*. We celebrated the milestone by giving our readers technical tips on topics ranging from binding and PDF/X to shipping and zipping.

We also gave you helpful hints on how to promote your business better.

Our continuing goal has always been to combine tasteful humor with helpful information and industry news.

### A Toast to 2010

We look forward to sharing another successful year with you in 2010.

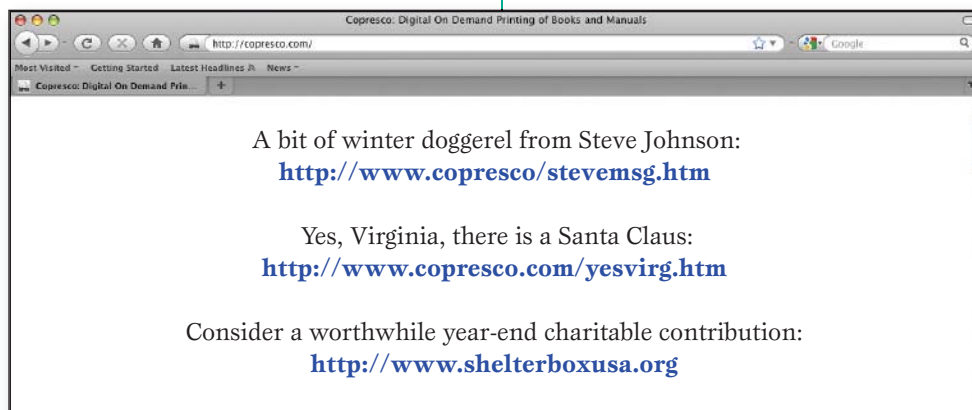
## Happy Holidays

We will be closed Christmas Eve, Christmas Day and New Year's Day.

Best wishes for a happy holiday season and a prosperous New Year.

<http://www.copresco.com>

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Digital On-Demand Printing

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Address Correction Requested

The sales manager was meeting with the company president to discuss one of his sales reps. "Sheila is becoming so forgetful that she can't do her job right!" he complained. "To prove my point, I just sent her for sandwiches, and I'll stake my reputation that she'll come back without them." Just then Sheila burst in, waving papers. "I just went out to get lunch, and guess who was right next to me in line? John Raymond, the president of a Fortune 500 company! He hasn't purchased anything from us for five years, but we got to talking, and he gave me an order worth more than a million dollars!" "See?" squealed the manager. "I told you she'd forget the sandwiches!"



**Q.** How do snowmen travel around?



**A.** By iceicle!



Christmas: When you exchange hellos with strangers and good buys with friends.



**Q:** What's Christmas called in England?

**A.** Yule Britannia!

When they were little, my kids asked how Santa Claus got into our apartment



since we didn't have a fireplace. I told them he just comes in through a hole in my pocket.



**Q.** What do angry mice send to each other at Christmas?

**A.** Cross mouse cards!



A pilot was flying a helicopter across the countryside, when all of a sudden it dropped 1,000 feet, nearly crashing. "What in the world happened?" she said aloud. "I dunno," her passenger gasped. "I was getting cold, so I shut off the fan."



**Q.** How do you get into Donner's house?

**A.** You ring the deer-bell!



**Q:** Where did the fortune-teller spend her vacation?

**A.** Palm Beach.

**Q.** What kind of bird can write?

**A.** A pen-guin.



**Q.** How is the Christmas alphabet different from the ordinary alphabet?

**A.** The Christmas alphabet has NO EL.



**Q.** If athletes get athlete's foot, what do astronauts get?

**A.** Missletoe!



**Advertising:** When you put up signs that say, "Santa Claus Is Coming to Town."

**Sales Promotion:** When you put the signs on a herd of reindeer and parade them through town.

**Publicity:** When you lead the reindeer through the mayor's flower garden.

**Public Relations:** If you get the mayor to smile about it.



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**Subscriptions:** Subscriptions to *Overnight Lite* are complimentary and available only within the United States of America. To subscribe, visit [www.copresco.com/lite.htm](http://www.copresco.com/lite.htm)

**Submissions:** Reader comments, suggestions and submissions of both humorous and technical material are welcomed. Submissions will be fully credited if requested.

**Postmaster:** Send address corrections to Copresco's *Overnight Lite*, 262 Commonwealth Dr., Carol Stream, IL 60188

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