



Copresco's Overnight Lite...

Marks 25 Years of Publishing Wit and Wisdom

This is the message we delivered to readers of the first issue of *Overnight Lite* in October 1990:

Since a publication about copying would probably turn into a "snooze letter," we decided to try a different approach.

Rather than hit you between the eyes with a hard selling on copying, it is our intention just to say "hello" to our customers each month, share a laugh or two and then let you get back to your work.

We have followed this philosophy in each issue of the newsletter that we have designed, produced and mailed First Class ever since.

A New Era Begins

Copies Overnight (our name back then) was just two years old and on the threshold of a new era in the graphic arts field.

Digital printing (the term hadn't even been coined yet, hence "copying" for lack of a better term) was in its infancy, and we needed to get the word out to our clients and prospects.

Powerful Communication Tools

"We have always practiced what we preach. Print is the most powerful method of communicating a constant marketing message," says Copresco President and CEO Steve Johnson.

Targeted Newsletters

"We have been a longtime advocate of targeted newsletters. They create and build strong relationships by keeping your name in front of new as well as existing clients."

Fun's Fine, but...

As its name implies, *Lite* has always been a lively publication, with a full page of jokes and cartoons.

However, a 1995 reader survey told us that you enjoyed the fun but wanted more technical information.

So, Copresco went to press with our present-day format with expanded technical content while maintaining our quick-read and lighthearted-style tradition.

We also added an internet box with website addresses for a wide range of interesting facts, figures and other helpful information.

Color Adds Zest

Our first color issue, printed in August 1999, highlighted our digital color capabilities for a full range of books, publications and manuals.

We occasionally printed in color until we went full-color with each issue in 2000.

Our Clients Chip In

In 2001, we asked our clients to participate in an important decision-making process. Should Copresco purchase the latest, greatest color press currently produced by Xerox or by Indigo.

We wanted professional opinions about which machine produced the best color quality. So, we mailed separate *Lite* issues printed on each press to all of our clients.

Showing Off

To highlight Copresco's extensive finishing capabilities, we have drilled, hole-punched, die-cut and laminated unique *Lite* issues.

Noteworthy Issues

We have also printed special four-page issues to report significant events like our miraculous 48-hour recovery from a devastating 2012 storm that tore the roof off the plant.

Our Editorial Team

Lee Strouse of Wordcraft took over the helm as editor of the newsletter in 1992.

David Dankovich has handled design and layout since 1997. Chris Garcia, who joined us last fall, is the third cartoonist in *Lite's* 25-year history, following Michael Campbell and the late Alvin Blick.

Joan Gordon has served as our proof-reader for the past 10 years.

Check Our Progress

If you would like to check out the progress of *Overnight Lite* through the years, visit our website.

Archived issues dating back to 1997 are posted online in text-only for fast downloading and in easy-viewing PDF formats.

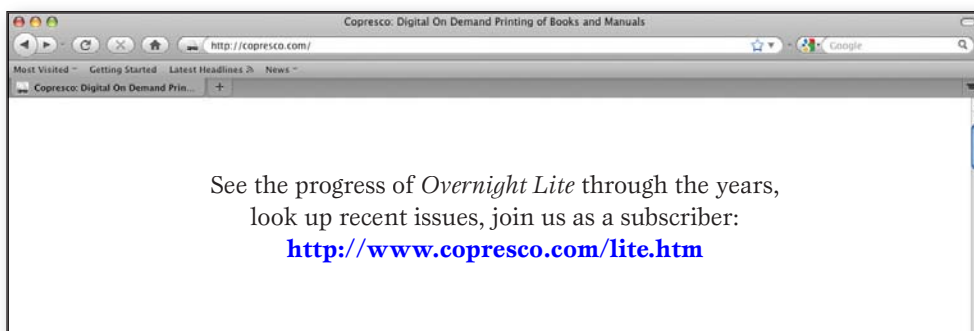
Let Us Hear from You

We'll be more than happy to add your colleagues and friends to our newsletter mailing list.

And, please remember that your comments, suggestions and submissions are always welcomed.

<http://www.copresco.com>

(630) 690-2000 • Fax (630) 690-8182



See the progress of *Overnight Lite* through the years, look up recent issues, join us as a subscriber:

<http://www.copresco.com/lite.htm>



Digital On-Demand Printing

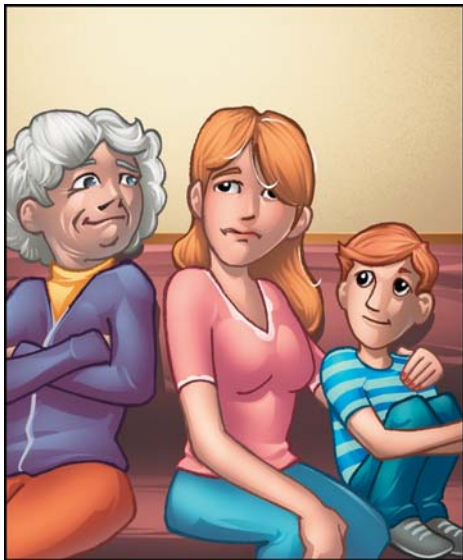
262 Commonwealth Drive
Carol Stream, IL 60188

Address Correction Requested

Just as a golfer was about to tee off, he felt a tap on his shoulder. He spun around to see who would dare interrupt his swing. A woman handed him this card: "I am deaf-mute. May I please play through?" He waved her off, ranting about special treatment and "how dare you" and on and on. As he again pulled back to hit his ball, he was knocked out cold when another ball smacked him in the back of the head. As he regained consciousness he saw the woman standing over him, holding up four fingers.



"Why are some of your hairs gray?" a child asked his mother. "Every time that you do something wrong and make me unhappy," the mother teased, "one of



my hairs turns grey." The child thought about this for a moment. "Is that why Grandma's hairs are all gray?"



Disney World: a people trap operated by a mouse.

Marriage: a union made in heaven.



Then again, you can say that about thunder and lighting.



A pipe burst in a doctor's house. He immediately called a plumber, who arrived at once, repaired the pipe in less than 30 minutes, and handed the doctor a bill for \$600. "This is ridiculous!" the doctor protested. "I don't even make that much as a doctor!" "I know," the plumber shrugged. "Neither did I when I was a doctor."



What's the most effective way to teach yourself to remember your wife's birthday? Forget it once.



What's the difference between a golf ball and an anniversary present? A man will spend two hours looking for a golf ball.

Former Chicago Cubs outfielder and Hall of Famer Andre Dawson once paid a \$1,000 fine for disputing a call by umpire Joe West. On the memo line of his check Dawson wrote, "Donation for the blind."



As a woman came to aid an accident victim, a man said, "Step back please! I've had first aid training, and I know first aid!" The woman watched him for a moment, then tapped him gently on the shoulder. "When you get to the part about somebody call a doctor," she said, "I'm already here."



Patient: "How much will it cost to have this tooth pulled?"

Dentist: "Ninety-five dollars."

Patient: "Ninety-five dollars? For just a few minutes work?"

Dentist: "Well if you would prefer, I can pull it out slowly..."



Overnight Lite is published monthly by Copresco for the edification and amusement of our clients and friends.

Subscriptions: Subscriptions to *Overnight Lite* are complimentary and available only within the United States of America. To subscribe, visit 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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ISSN 1930-2274

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