

Newsletters Ink
plus

&

ELY Associates

LANCASTER
PA
mail service,
ink!

news link

- Print and Electronic Newsletters
- Direct Marketing Solutions
- Promotional Products
- Mailing and Database Services



Wishing you a warm and wonderful holiday season!

Treat your business to a li'l *Luxury!*

It was 1904 when Gillette began marketing the safety razor. By the time the doughboys returned from WWI, the new technology was the standard for men's shaving. Slipping away was the golden age of the barbershop.

A century later, we can stare at a display full of razors with 3, 4, or 5 blades; none of which match the feeling of luxury a man gets from a shave at the barbershop. This may be part of the reason we've seen a renaissance of the barbershop in recent years; sometimes, simple and luxurious beats complicated and mundane.

We're living through a similar moment in the marketing world. Innovation is happening every day as the Internet and social media change the way we think about promoting our businesses. At first, these new technologies pushed aside the old—print—and became the center of marketing plans. Now, smart marketers are leading a print renaissance. The new technology has done more than just introduce fresh platforms; it has also improved the existing ones. Printing is clearer and more colorful. On-demand digital printing has opened up exciting possibilities for what can be done in print marketing.

If you've abandoned print marketing, maybe it's time to take a look at what's new. Treat your business to a little luxury; it deserves it.



New possibilities in
print marketing!

Professional marketing made simple.

For marketing tips, links to interesting
Web sites, and more, visit our blog,
Marketing for Professionals, at
www.NewslettersInk.com/blog.

© Copyright 2011. Newsletters, Ink. Corp. All rights reserved. Printed in the U.S.A. www.NewslettersInk.com

Hot beverage, cool mug

There is nothing quite like a hot drink on a cold day. No matter what your hot beverage of choice, the one thing you'll always need is a cool mug. The same goes for your clients.

.....
Consider the Budget Mug. This 11-ounce ceramic mug is a great gift for your loyal customers. At only **\$1.09 each**, it's a great value for you!
.....

For more specific details or to place an order, call us today at **800-379-5585**. Order by February 29, 2012, and we'll send you a free Newsletters Ink travel mug! (*While supplies last.*)



Carol's **Hot spiced cider**

- 1 gallon apple cider
- 1 tablespoon whole cloves
- 2 cinnamon sticks
- 2 tablespoons brown sugar

Combine dry ingredients in a large saucepan, add the cider, and stir. Heat on medium to low heat until steaming, but don't let it boil.

Serve in an imprinted budget mug, and enjoy!

