

Hello

### **"People Are Our Only Asset"**

That's the statement on the pillow cover from RTG Medical to their employees. It's further emphasized on the back of the book with, "We understand, to the customer, YOU are the face of our company. We know that our ultimate success is dependent on the experience and lasting impression with you on assignment. For this reason, RTG Medical continues to remain focused on its core value that People are our only asset."

25 hospitals in Iowa have used BookWear® as an HR message to say "Thank You" to their employees. San Juan Medical Center in New Mexico has twice won national awards for their service. Both times they ordered 4,000 custom BookWear®. They gave them to staff to say "Thank You". There was an embroidered polo shirt inside as a gift. Make your message emphatic, novel and surprising and it gets remembered!



Happy Autumn to You!  
Actually, it's winter in MI with 6" of snow!



November 2019 Newsletter



### **Dreams Made Real!**

Pillow cases in the books are popular. There are a number of pillow case customers that use a "dream" theme. This one for Worcester Academy has "Achieve Your Dreams". We have produced "Dream Big!" for Choate Rosemary Hall, "Find Your Dreams" for a resort and "Dreams Made Real" for Clayton State University. It's a natural headline for the pillow case gift inside.

Find your "Dream" students by telling your story on a creative and surprising BookWear® "book".

STAY CONNECTED:

