

"Think Deeply. Act Justly. Live Wholeheartedly."

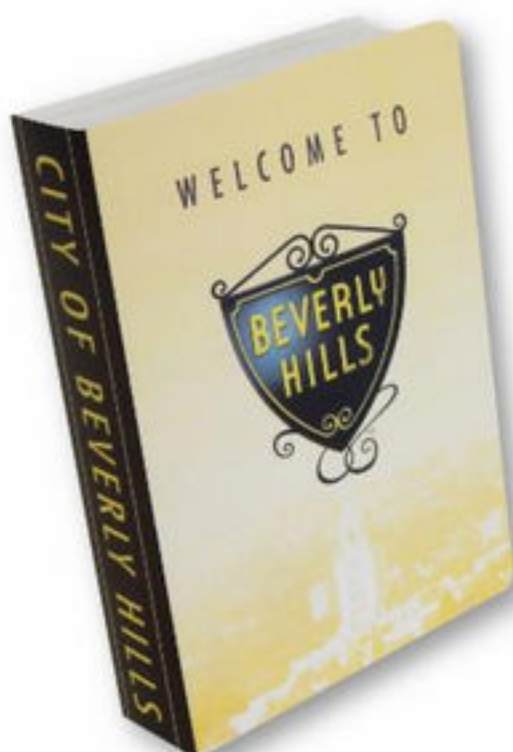
That's the title of the 2016 edition of the Calvin College book with their "Knights" T-shirt inside. We can all hope to live by this creed. It's a surprise gift package for their prospective students. They've ordered this package with their message on it for six years. 3,900 pieces this year. It can be mailed like a thick postcard. The back of the book has instructions for applying, with dates and contact information. It's a complete package for a warm welcome and a "Thanks for considering Calvin!". They get a high yield with this fun, surprising and creative "book".

"Kindness is the language which the deaf can hear and the blind can see."

Mark Twain

BookWear!
tell your story

October 2016 Newsletter



Everybody needs to say "Welcome!"

For Beverly Hills it isn't just to those millionaire hillbillies from Tennessee. This little book is a "Welcome" to new residents and employees of the city. Plain and simple. That's about all it says, and it does so emphatically with a printed T-shirt inside with their logo on it. They've been giving out this fun and unique welcome since 2009.

Here's another "Welcome"

and this one also encourages "Think Outside the Box, Lead into the Future." This is a pre-K through 12 school that promotes creativity and innovation. What better marketing than to use a unique and fun "book" to tell their story with a surprise shirt inside? It gets attention and delivers the message with impact and style!

