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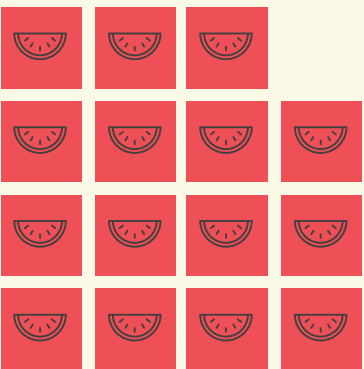
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SuperStats

Have an Ah-mazing Sweet Summer!

We understand these stats have nothing to with printers and marketing but it's Summer and it's hot out and we're not thinking about printing. We're daydreaming about ice cream!



15 The number of pounds of watermelon Americans consume annually.



20 The number of quarts of ice cream Americans eat in a year.
(Psst, July is National Ice Cream Month!)



1905 The year that popsicles were accidentally invented by an 11-year-old boy in California who left a glass of powdered soda and water with a mixing stick in it on his porch during a cold night.

Source: <http://facts.randomhistory.com/summer-facts.html>

A Fresh Perspective

Marketing Ideas You Can Use Now

This bi-monthly edition of The Complete Spectrum is a unique production designed to illustrate various printing terms, techniques, and attributes. A gate-fold is among the simple, classic folding types, but what makes this one truly special is the attention-grabbing shine and luster of fine reflective metallic particles, known as metallic ink. Although silver and gold are most common, metallic inks come in a variety of vibrant colors—perfect for a high-end look without the high-end price of foil stamping.

Gate-Fold Self-Mailer with Metallic Ink

This gate-fold self-mailer was printed 4/4 with metallic ink on 100# Cover, gloss aqueous coated, trimmed, scored, folded, and glued.
Printing: Spectrum Production Team | Mailing List Processing: Spectrum Mailing Dept. | Design: Julie Gard & Kyle Williams | Concept & Content: Heather Strong

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Socialize with us!     

An intriguing design that has been well-executed begs to be opened to discover what awaits inside. Curiosity begets delight when you can apply an unexpected element – a pleasant surprise – within. It could be a gift card, a special offer, or a unique opportunity.

Using the Element of a Pleasant Surprise in Business

A Surprise with Purchase

Include an aligned gift when a customer makes a purchase of a certain item or makes a purchase over a certain amount. It's a great way to gear up retention.

A Surprise in the Mail

Increase brand loyalty by including something special in the package along with a customer's mail order. A positive gesture goes a long way to increase their appreciation of you and your business.

A Random Surprise

Offering customers birthday or holiday freebie offers is quite common, but giving a special gift at a random time of the year is least expected. Customers will be elated.

Pleasant surprises are a specialty at Spectrum. Let us show you why!



George E. B. Stewart
Managing Partner

You Inspire Us!

How do you inspire us? Watch our new video to find out. Featuring some of your favorite Spectrum team members like our very own Managing Partner, George Stewart, and Customer Service Manager, Elaine Omar. We couldn't have done this video without knowing what it's like for our loyal clients, like you, to do business with us.



www.spcaz.com

We appreciate your patronage as a printer and mailer you can rely on. We've been plying our craft since 1986 as of this July 1 and couldn't thank you enough for making this possible over the years. From being the first printer in Tucson to also provide mailing services in-house to operating Tucson's first true digital press, we've focused on ways in which we can help your business or organization communicate more effectively, sell more products and services, and achieve your goals and missions.



Next year is our big 3-0, so be on the lookout for some very special ways we're going to be celebrating with you in 2016!

Meet Our New Spectrum Team Member

Although new to the printing industry, Amber has years of experience in quality customer service. She knows more about football than she thinks she should, citing the San Diego Chargers as a family favorite. "Too determined to be defeated," Amber enjoys working on a variety of different projects with clients, always striving to make them happy with positive results.



Amber Peterson
Customer Service Representative

"I am continually surprised by how Spectrum treats me with respect. I should expect to be treated that way but the sad truth is that many printers treat designers like a disease. Thanks for treating me so well!"
~K.N., independent graphic designer



Lu Oliverio
Mail Division Manager

Lee Knows Mail What is the Most Extraordinary Post Office & Most Unusual Mail Delivery in the U.S.?

A post office with walk-in freezers and mail delivery by mules! The Peach Springs post office right here in Arizona (near Kingman) uses the freezers to store food destined for delivery to the bottom of the Grand Canyon by mule train. Each mule carries about 130 pounds of mail, food, supplies and furniture down the 8-mile trail to the Havasupai Indians. The mule trains average 4,000 pounds per day.

Submit your postage and mailing question (*in 50 words or less*) to Lee. If your question is selected, you'll receive a **FREE Starbucks gift card AND** get your answer printed in the next issue of *The Complete Spectrum*. spcaz.com/Lee-Knows-Mail



A Special Tribute to Julie Gard

We say a fond farewell and "happy trails" to our own Julie Gard. Julie has been such a creative force serving Spectrum and our clients with her marvelous graphic design talents. She leaves for her home state of South Dakota to join family and provide care for her aging mother. After almost 15 years as an integral part of our team, it is going to be very difficult without her daily presence and great skills.

Top 10 Surprisingly Best Sci-Fi Movies of Summer 2015

If the summer heat is too much to bear, there's nothing like kicking back with an ice-cold beverage in a comfortable, air-conditioned theatre to watch some fantastic sci-fi summer blockbusters like these...

10. Jupiter Ascending - A young woman discovers her destiny as an heiress of intergalactic nobility and must fight to protect the inhabitants of Earth from an ancient and destructive industry.

9. Terminator Genisys - After finding himself in a new time-line, Kyle Reese teams up with John Connor's mother Sarah and an aging terminator to try and stop the one thing that the future fears, "Judgement Day."

8. Maze Runner: The Scorch Trials - After having escaped the Maze, the Gladers now face a new set of challenges on the open roads of a desolate landscape filled with unimaginable obstacles.

7. Star Wars: Episode VII - The Force Awakens - A continuation of the saga created by George Lucas set thirty years after Star Wars: Episode VI - Return of the Jedi.

6. Jurassic World - Twenty-two years after the events of Jurassic Park, Isla Nublar now features a fully functioning dinosaur theme park, Jurassic World, as originally envisioned by John Hammond. After 10 years of operation and visitor rates declining, in order to fulfill a corporate mandate, a new attraction is created to re-spark visitor's interest, which backfires horribly.

5. Chappie - In the near future, crime is patrolled by a mechanized police force. When one police droid, Chappie, is stolen and given new programming, he becomes the first robot with the ability to think and feel for himself.

4. Tomorrowland - Bound by a shared destiny, a teen bursting with scientific curiosity and a former boy-genius inventor embark on a mission to unearth the secrets of a place somewhere in time and space that exists in their collective memory.

3. Ex Machina - A young programmer is selected to participate in a breakthrough experiment in artificial intelligence by evaluating the human qualities of a breathtaking female A.I.

2. Avengers: Age of Ultron - When Tony Stark and Bruce Banner try to jump-start a dormant peacekeeping program called Ultron, things go horribly wrong and it's up to Earth's Mightiest Heroes to stop the villainous Ultron from enacting his terrible plans.

And the #1 Surprisingly Best Sci-Fi Movies of Summer 2015 is...

Mad Max: Fury Road - In a stark desert landscape where humanity is broken, two rebels just might be able to restore order: Max, a man of action and of few words, and Furiosa, a woman of action who is looking to make it back to her childhood homeland.

Source: imdb.com, based on popularity.