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Spring 2020

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We Cannot Stop

WE WILL NOT SURVIVE IF WE LET FEAR CONSUME US

Fear. It can sometimes be worse than the actual threat we are facing. The unknown can be scary. When the Coronavirus was initially announced, it took some time to come to grips with how dangerous it could be. It is a seriously dangerous virus and we should not take it lightly.

We can't ignore the instructions of our officials but we cannot stop doing business. We cannot give up. As Americans, we have always found ways to survive. We have time and time again pushed through and survived even the toughest of situations. That will be the case with this virus as well.

This situation, while scary and unprecedented in recent history can and will be overcome.

We cannot allow fear to cripple us into hiding from what we have to do. We must not allow the call to social distance to expand into social and business isolation. The economy of the United States is taking a big hit right now. It will bounce back but we must realize that in the short term, business still needs to be done. The last thing that we should do is to pull back and stop communicating with our customers, vendors and business associates.

While business as usual is not possible right now, and we are all going to be taking a hit financially, we can work hard to lessen the effects of this and bounce back stronger by doing several things. There are several ways that we can help you through this time.

We Must Stay Connected!

Many companies and organizations are communicating through social media. That's great! They realize the need to stay in contact with their audience in ways that were never available 20 years ago. Social media has allowed for this isolation to not affect us as badly as it would have otherwise.

What we want to propose is a series of communication steps to keep you in contact with your audience.

1. Call every one of your good customers and ask how the Coronavirus is going to affect their business. Then find out if there are any ways that you can help them to minimize the effects of it for their business.
2. Create a social media video post that will keep the lines of communication open with your customers.
3. Let us help you by sending out postcards that reference your social media video posts and draws more views, more attention and in the end more connection with your audience.

If you are looking to target a specific area or a group of people, we will pull counts for you and send you a report of how many people are in an area and how many of each demographic there are as well. We will always run this report at no cost to you. It will help you to determine if doing the mailing is the right thing to do.

We will generate a list based off of the criteria of customers you want to reach. If you want to reach people in a certain area, we can do it, if you want to reach people in a certain profession, we can do it. You name it and we'll do it.

In a time where people are quarantined, one of the only pieces of physical interaction with a customer might be a postcard or newsletter that comes to their office or home by mail. Don't underestimate the value that can have. Especially during times like this.

So let us know if there are ways that we can help you to meet some of your goals. Let us know if we can send out a postcard.

Give us a call or send us a message. We are here for you. Stay well, stay safe and stay in business!

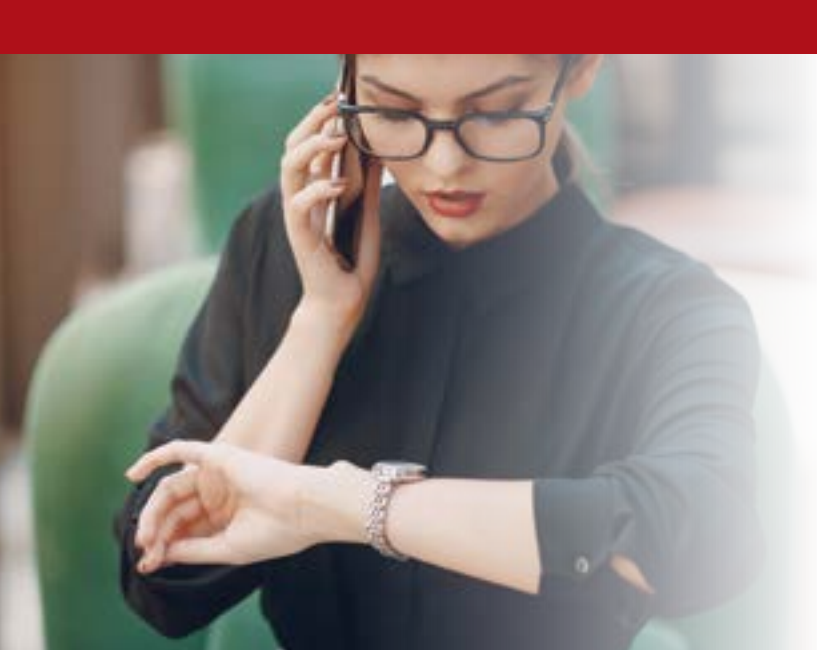
Inside this Issue:

- Four Habits of Punctual People
- Spring Allergies are Nothing to Sneez At
- And More!

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Four Habits of **PUNCTUAL PEOPLE**

Plan an event and chances are one in five people will be late. A study from San Francisco State University found that about 20% of the U.S. population is chronically tardy.

If you're one of those, here are four things you can learn from the chronically *punctual*.

Spring Allergies are Nothing to Sneeze At

HERE'S HOW TO SURVIVE THE ALLERGY SEASON

With all the focus on the Coronavirus, it's easy to forget about allergies. Spring is in the air and along with it, pollen and other allergens, ready to wreak havoc on immune systems everywhere. If you suffer from spring allergies, you may already be armed with the proper medications, but there are other simple steps you can take to keep the "achoo" at bay.

Wash bedding and vacuum furniture and area rugs weekly. If allergies are severe, you may want to remove carpeting all together.

Buy a vacuum cleaner with a HEPA filter. This will trap smaller particles than the average vacuum. In fact, they must trap at least 99.7% of airborne particles to get the HEPA label.

Adjust your thermostat. According to the Asthma and Allergy Foundation of America, dust mites love temperature of 68–77 degrees and humidity levels of 70–80%.

Wear glasses or sunglasses when outdoors. Covering your eyes protects them from pollen and other irritants, which reduces itchiness and redness.

Shower and wash your hair before bed. This rinses off the pollen you've collected throughout the day and keeps you from spending the night lying in a bunch of allergens.

Stay inside when pollen counts are at their peak. Pollen counts are typically highest during the afternoon hours, so avoid going outside then and keep windows closed.

Replace air conditioning and furnace filters. It's important to change filters every three months and use filters with a MERV rating of 8 to 12. A MERV rating tells you how well the filter can remove pollen and mold from the air as it passes through.

Also, a saline nose spray can be a natural ally for many spring allergy sufferers. Rinsing your nasal passages in the evening can wash away allergens and pollen, reducing allergy symptoms.



FIVE BEST U.S. CITIES FOR ALLERGY SUFFERERS

- 1 Portland, OR
- 2 Boise, ID
- 3 San Jose, CA
- 4 Seattle, WA
- 5 Sarasota, FL

—U.S. News & World Report

1 They're realistic thinkers.

Punctual people know how long things take. The chronically late tend to underestimate. How to solve this: Time yourself and write it down. How long does it really take to shower and dry your hair? How lengthy is your commute, really?

2 They give themselves buffer time.

Punctual people tend to be slightly early because they don't like the feeling of being rushed. If you want to be on time, plan to arrive 15 minutes early.

3 They're organized.

Punctual people analyze their daily activities, set routines and stick to them. If you tend to be tardy, experts suggest putting more routines and structure into your life. For example, do everything you can to prepare for the morning the night before.

4 They're comfortable with downtime.

Punctual people use extra moments to catch up on emails, read notes or simply enjoy the solitude. Chronically late people, however, hate downtime and enjoy the thrill of the last-minute sprint to the finish. To be more comfortable with downtime, bring along something to fill spare moments.



WORDS TO LIVE BY

You must decide where you are going in the evening, if you intend to leave early in the morning.

—Malian Proverbs



Partners in Printing

Another New Beginning

From the desk of Dave Baker

At the beginning of this school year, teachers and

administrators prepared for another start to the year. After the Coronavirus came along, they were forced to do it again and re-launch school in a way that had never been done before. It has been an incredible challenge to our nation, to our schools and to our families.

Parents had to assume the role of teachers and students had to adapt to using technology as the sole means to access their classes.

At Baker Bros. Printing, we are aware of these challenges and we want you to know that we are here for you. We are all going through a difficult time right now and the only way that we can get through this is with the support and love from our families and friends.

I want to take a minute to say thanks to all of the people who are working on the front lines in hospitals and clinics, in grocery stores,

post offices, driving trucks to supply stores and in any way that serves other people. It is in serving others that we find our purpose in life. It is truly one of the best ways to achieve happiness in life.

With children at home and not able to socialize with friends, a lot more facetime sessions and zoom chats are happening. I am thankful for the technology that has allowed us to feel less isolated than we would have otherwise.

As a small gift to all of the families out there with kids or with anyone who likes to draw or color, we are offering Baker Bros. coloring packs for free. It might just be one way that we can all remain sane. It's also a pretty fun activity to do with your kiddos.

Thanks for reading our newsletter. Thanks for your support over the years. We will get through this together and we will come back from all of this stronger in the end. Take care and stay well!

dave@bakerbrosprinting.com



PROOF POSITIVE

Spring into a new marketing season by thinking about existing campaign messaging and marketing materials. Consumers are looking for fresh new ideas and products to match their springtime attitudes, and it can be helpful to revamp your printed collateral now.



SOMETHING TO THINK ABOUT

Have you ever wondered why you aren't jarred awake in the middle of the night with a sneezing fit? When you go to sleep, those same nerves that trigger sneezes and help expel pollen and dust from your nasal cavities get some shut-eye as well. These nerves will remain dormant until you wake up and start your day.



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