

IMPRESSIONS

HARMONY PRESS, INC. QUARTERLY NEWSLETTER, ISSUE #14

GO GREEN

Harmony Press believes in doing our part to recycle as much as we can, such as: paper, plastics, glass, metal plates, solvents, ink and toner. Besides recycling, Harmony is also doing their part to Go Green.

Easton Shade Tree Program



Harmony Press participated in the Easton Shade Tree program, allowing the committee to plant more than 15 shade trees to surround our property. The program provides trees and planting to business property owners to help beautify the city.

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Ecofriendly Ink

Harmony Press has been involved with testing the latest in green printing technology. Superior Printing Ink's Biolocity ink delivers high-quality offset performance, running efficiency and print quality with extremely low levels of VOC's. The formulations have 23% or more vegetable oil content and over 60% bioderived, renewable raw material content. We have been in full operation with the new ink since January of this year.

"Harmony Press... professional, impeccable turnaround and delivery, dependable and always in touch, personalized customer service, my number one printer! Thanks for all you do, everything is always appreciated."

- Jen 

Harmony Impressions Staff

Gary Male, *Editor*

Janet Jensen

Pam Puskas

Heather Siebler-Wiley

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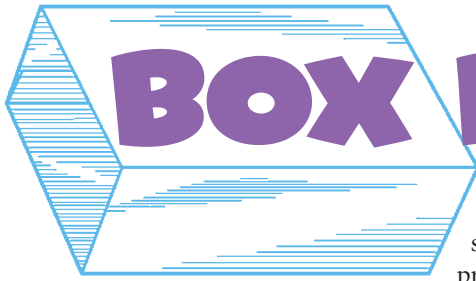
Email: info@harmoniypress.com
www.harmoniypress.com

Silhouettes Remodeling

Silhouettes remodeled the offices in March 2009 with new:

- cubicles
- paint
- ceiling tiles
- desks
- carpet
- shelves





BOX PRINTING

How you package and what is on your packaging play a large part in how successful your product will be on the market. The packaging needs to attract attention, be convincing and sell your product. Custom printed boxes are quick, easy and an attractive way to get your product noticed. We can help you design a box that best meets your needs. Listed below are the different varieties of boxes available.

PAPERBOARDS

Tan/Brown Bending Clip
Clay Coated Newsback/Kraftback
SBS (Solid Bleach Sulfate)

*Tan or Brown through and through
White one side, gray or brown inside
White through and through*

CARTON STYLES

Die cut rollover box
Sleeve

*Die cut only. Forms by hand.
No tucks. A simple glued sleeve to
slide over product.*

Reverse Tuck
Straight Tuck
Tuck box with internal divider
Tuck Top Auto Bottom
Chicken Top Auto Bottom
Tuck Top 123 Bottom
Display Box
Side Tuck Hanger Box
6 Panel Box
5 Panel Box
2 Piece Beers Box
Dispenser Box
Simplex
Pillow Pack
Brochure Holder

*Tucks backward on bottom and forward on top.
Tucks in the same direction top and bottom.
Generally reverse tuck, but has a glued divider inside the carton.
Generally tucks toward the front. Bottom snaps together when opened.
Fold and bend to close top. Bottom snaps together when opened.
Tucks forward. Bottom closes with a 1, 2, 3 motion. Sits flat on a shelf.
Tuck top, auto or 123 bottom. Back cutout to display when folded.
Tucks on the sides and has a hanger for retail cut out.
Tuck box with 2 additional panels for graphics. Prints 1 side.
Tuck box with 2 additional panels for graphics. Prints 2 sides.
Lid and bottom separate. Pops open and top fits over bottom. Like a gift box.
Tuck top with dispenser fold in bottom.
2 piece box with glued sides. Hand formed.
1 piece straight line glue. Looks like a pillow when formed.
Usually die cut with an easel in the back to stand on counter.*



Why Paperboard?

Renewable
Versatile
Recyclable
Innovative
Economical
Secure
Adaptive

Whatever your packaging objective, paperboard was born to meet it.

PRINT PACKAGE PROMOTION



Call your Harmony Press representative today to get your free box paper cube.



Do I really need another Pen?



**Call Patrick
today!**

610-559-1998

Without a doubt, at least once a week a client will contact me to request a pen. It seems that nearly every client of mine has ordered a pen(s) at one time or another. Everyone wants them, needs them and finds them to be of value. I always appreciate fulfilling these requests, and it's always nice when the client is satisfied with the final product.

You would be surprised at the number of pens available in the promotional marketing industry! There are soooo many pens to choose from. As amazing as it sounds, one of the databases I have access to indicated that there were well over 10,000 different pens available. Because of the number of pens available, finding - or choosing - the right pen can be a challenge.



Pen advice...

Pens come in every conceivable shape, size, color, and price point. Not to mention ink colors, ink types, and the many ways the ink is clicked or twisted from the pen body. Then, there are the features, options or unique themes the pens are available in. Think about what you want most from the pen you are going to purchase and try to determine if a simple pen or elaborate pen is important to you.

Pens can be decorated with your logo in one color, full color, or full color digitally-printed wraps. The imprints are typically placed on the barrel, however the clip, grip or plunger can be imprinted as well. There are some pens available that have pull out printed sleeves and pens that have multiple message imprints available. The down side to decorating pens is that the imprint area is typically small - you're not going to get a whole lot of information within the imprint area. If your pen is going to carry a message in addition to your logo, try to keep it simple.

Pens can also be custom made to your specifications through overseas and domestic manufacturers. At one time the quantity needed to be very high, but there are solutions available where fully custom pens can be manufactured for as little as 500 pieces. If you are looking to create an exclusive pen that reflects your company image there are options available.

The next time you're in the market for a pen there is something you should consider... try adding a tablet or note pad. Or, if you order pads on a regular basis, think about including a pen. Pads and pens make great companion pieces. I have found that shrink wrapping the two together can both simplify distribution and add convenience to the end user.

When looking for a pen, get one that works! My favorite pens - and the pens I promote the most - are from PaperMate. PaperMate pens are very stylish, come in many vibrant colors and have a very strong retail presence. Recently PaperMate introduced pens made of eco-friendly recycled plastics. More importantly... PaperMate pens write! I highly recommend PaperMate due to their reliability and smooth writing quality which are both outstanding!

If you need help finding the right pen for your needs please give me a call. I would be happy to share my experiences and provide my best advice.

Considering all of the pens available it can be a real challenge finding the right one for every customer but it can be a lot of fun as well.

Summer Festivals in the Lehigh Valley



JUNE

26th Annual Schnecksville Community Fair

June 15-20

Route 309, Schnecksville

This 5-day fair features carnival rides, a variety of shows, a 4-H Petting barnyard, Bingo, fireworks, contests and more.

Admission \$8. www.schnecksvillefair.com



Lehigh River Sojourn

June 26 - July 1

The Sojourn is a fun-filled educational, multi-day canoeing (kayakers welcome too!) and whitewater rafting trip along the Lehigh River in eastern Pennsylvania. www.wildlandspa.org

Southside Film Festival

June 16-20

Bethlehem, PA

Five full evenings and two full days of films from all around the world for all age groups. Also featuring film workshops and seminars, parties, and the opportunity to meet filmmakers. www.sfff.org



southside film festival
BETHLEHEM, PENNSYLVANIA

Kutztown Folk Festival

June 27 - July 5

Kutztown Fairgrounds, Kutztown

Traditional crafts, food, music and folklife. Fun for all ages! 200 of Americas finest traditional craftsmen. Fascinating demonstrations and treasures you can take home. Daily Admission \$12, Seniors (55 & Older) Admission \$11, Children 12 & under free. www.kutztownfestival.com



Pennsylvania Shakespeare Festival

June - August (check for shows and times)

DeSales University, 2755 Station Ave. Center Valley

First-rate professional productions of classical and contemporary plays, with a core commitment to the works of Shakespeare and other master dramatists.

www.pashakespeare.org



JULY

Easton Area Heritage Day

Sunday, July 12

Downtown Easton

Begins at 10:45 a.m. and ends with fireworks at 9:30 p.m.

Celebrates the reading of the Declaration of Independence in Easton's Centre Square 232 years ago. www.heritageday.org



Lehigh Valley Sportsfest

July 16-19

Allentown, Cedar Beach Park

This 4-day summer event is a great opportunity for local athletes to compete in the sport of their choice or for spectators to see a variety of great competitions, all in incredibly beautiful park settings throughout the city of Allentown. www.sportsfest.org



24th Annual Blueberry Festival

July 18-19

Burnside Plantation, 1461 Schoenersville Road, Bethlehem

Entertainment features musical entertainment, pie eating contests, blueberry pie and ice cream sale, juried craft show and colonial craft demonstrations, a horse drawn carousel, petting zoo, pony rides, historic farmhouse tour, garden tours and Moravian Cooking demonstrations.

www.historicbethlehem.org

Slate Belt Heritage Days

July 25-26

Downtown Bangor

Celebrates the rich cultural diversity of the Slate Belt area with ethnic foods and craft demonstrations during the two-day event; some favorites include slate etching, woodcarving, blacksmithing and bus tours. www.slatebeltchamber.org

AUGUST

46th Annual Das Awkscht Fescht

July 31, August 1 & 2

Macungie Memorial Park, Macungie

Offering three fun packed days in the great outdoors.

Admission includes all events, shows and entertainment.

Adults \$7.00, Children 15 & under free. www.awkscht.com



Musikfest 2009

July 31 - August 9

25 W. Third St.

Bethlehem

More than 300 performers from across the country and around the globe. Musical programming at 13 different indoor and outdoor stages. Mouth-watering foods, plenty of children's fun and activities and a spectacular closing-night fireworks display. www.musikfest.org



MUSIKFEST



Customer Spotlight

SAYRE DESIGN

At Harmony Press, we value all of our customers because, let's face it, without customers we wouldn't be in business. We are going to "spotlight" a customer in each quarterly issue, so keep reading, you may be next.



"Make your own economy."

That epigram, posted on a yellow sticky-note on the office wall, captures the way that Sayre Design is facing the stalled market. For over twenty-five years Michael Sayre, later joined by his wife, Nancy, has been a graphic designer specializing in corporate identity. Changing times and a knack for combining beauty and common sense gave them the opportunity to add the tagline "We fix ugly websites" to their business cards. And now, for Act Three: Veranka Press is open for business.

Veranka Press is the small publishing company the Sayres formed by combining their knowledge of the design business, Nancy's degree in Catholic theology, and their love of 15th and 16th century Russian icons. It is named after Michael's Russian Orthodox great-grandfather, Onufer Veranka, a name that has currency among the Eastern Orthodox and Catholic consumers who are the company's target market. Veranka Press's first offering to the world is eight icon note cards, beautifully printed on fine quality paper. The Sayres hope to add greeting cards, calendars, church bulletin covers, writings of the Early Church Fathers, and other pamphlets in short order.

Best Viewed by Candlelight™

When the Sayres first brought their vision to Harmony Press, Steve Brown assembled "The Team" (Steve Brown, Gary Male, Tom DeRoner, and Pam Puskas) to tackle the unique challenge of using modern techniques to reproduce the look and feel of antique European Rotogravure. Nancy's request for printing so beautiful that it is "best viewed by candlelight" later became the Veranka Press tagline.



Harmony Press rose to the occasion, working with the Sayres until the results were certified "Veranka". And the venture has apparently succeeded: Veranka Press's very first paying customer scribbled the word "BEAUTIFUL" across his paid invoice.



VERANKA
PRESS

www.verankapress.com
www.sayre.design.com

Upload Your Files Online



Why should I use Remote Access?

- ▶ You can upload files any time of the day or night 24/7
- ▶ Instant pdf proof emailed for approval if pdf files uploaded
- ▶ Assign multiple approvers
- ▶ There is no additional cost to you
- ▶ Save money with our soft proof only option

How do I get started?

Call your Harmony Press Representative to get a username and password. If you are unsure or do not have a Representative, you can contact us at info@harmoniypress.com or call 610-559-9800 and we will be happy to assist you.



POSTAGE INCREASE

postage increase May 11, 2009

Letters

1 ounce	\$0.44
2 ounces	\$0.61
3 ounces	\$0.78
3.5 ounces	\$0.95

Large Envelopes

1 ounce	\$0.88
2 ounces	\$1.05
3 ounces	\$1.22
4 ounces	\$1.39

Postcards - \$0.28

Size limits:

Minimum: 3-1/2 inches high by 5 inches long
by 0.007 inch thick

Maximum: 6 inches long by 4-1/4 inches high

Additional postage required for larger postcards

Mailpiece Design

The most basic component of any mailing is the mailpiece itself. A single mailing may consist of hundreds of mailpieces, or millions. A properly designed mailpiece qualifies for the best postage rate possible! Properly designed mailpieces help you avoid unanticipated costs, and delays in delivery. Go to <http://pe.usps.com> and click on Mailpiece Design to find the latest specifications.



GRAMPA NINJA B&C

A BED & COFFEE FOR PARAGLIDERS

www.paraglidecostarica.com

Fred Grotenhuis is enjoying his retirement. He now spends much of his time in Costa Rica running Grandpa Ninja B&C. If you like paragliding you'll love Costa Rica. It's beautiful, it's adventurous, it's warm, it's friendly people, it's pura vida.

Costa Rica provides flying for any experience level paraglider. Most sites are P-2 friendly depending on conditions, with plenty of fun and challenges for experienced pilots.

We have been coming to Costa Rica for 12 years, and paragliding here for 6 years. We are paragliders who love to share the experience of flying in Costa Rica. So we opened a Bed & Coffee for those who want to come and partake with us. Grampa Ninja's is open for paragliders from January thru April 15.

We fly almost every day. Last season we had one bad weather day for paragliding in 3 months. Costa Rica is very micro climatic, and we usually know which sites are working on any given day. When the weather is not good at one site we travel to another site.



After another great flight, Fred flew from San Miguel and landed in his back yard, straight into the swimming pool with a cerveza frio.



Scott Cabrera, Fred's nephew, lending a helping hand on launch.



Tom McCormack, Fred Grotenhuis, Tom Martin and Rudy Lemp at Bon Boni's Restaurant in Matta Limon, Costa Rica.



Fred flying at Caldera, Costa Rica.

WHAT IS YOUR NAME?

Some people don't always grow up using the name they were given by their parents at birth. Creating a nickname can be cute, fun or silly. Some people are only known by their nickname. You may be surprised to learn some birth names of your co-workers.



Clement Norelli - "Gary"

Gary was named after his grandfather, Clemente Norelli. His mom's side called him Butch or Butchy and his dad's side called him Clem or Clemmy, he hated Clem or Clemmy. At around age 12, he decided to be called Gary by all. Not many people ever knew his given first name. When he graduated high school from Phillipsburg Catholic everyone was shocked when they called Clement Gary Norelli at graduation rehearsal. Just the other day he was at the bank and had to sign his name as Clement. When he left the teller said have a nice day Clement. When he was in the hospital he made sure all the doctors and nurses called him Gary, he had it put on his chart.



Alfred Sorensen - "Bud"

Bud as we know him, was born with the name Alfred. He was named after his grandfather. His father always called him Bud from the time he was born because this was his little buddy.



Sherwood Albert, Jr. - "Chip"

Chip was named after his father, but his uncle called him Chip from birth. He didn't know where the name Chip came from. His sister was born with the name Carolyn, after their mother, but she has always been called Chickie.

Celebrity Names

Not all celebrities were blessed with the perfect Hollywood name. In fact you may be suprised at how many famous actors you know and love were born under another name. Here are a few:

- | | |
|--------------------|-----------------------------|
| Anna Nicole Smith | Vickie Lynn Hogan |
| Bob Dylan | Robert Zimmerman |
| Cary Grant | Archibald Alexander Leach |
| Elton John | Reginald Kenneth Dwight |
| George Burns | Nathan Birnbaum |
| Jamie Foxx | Eric Bishop |
| Judy Garland | Frances Gumm |
| Muhammad Ali | Cassius Marcellus Clay, Jr. |
| Rodney Dangerfield | Jacob Cohen |
| Tina Turner | Annie Mae Bullock |
| Tom Cruise | Thomas Mapother IV |
| Tony Bennett | Anthony Benedetto |
| Tony Curtis | Bernard Schwartz |
| Whoopie Goldberg | Caryn Johnson |
| Woody Allen | Allen Konigsberg |



Silhouettes employee Heather Siebler started team Heather's Hope in 2004 after she was diagnosed with ovarian cancer.

Relay For Life of Easton
June 19, 2009
at Metzgar Field Lafayette College



Silhouettes employee Patrick Powers started Team Inspiration in 2008 for skating coach and colon cancer survivor, Jimmy Beitelman. He also relays in memory of Grace Lindsey Oughton, "Baby Grace", who died in 2008 of neuro blastoma.

Relay For Life of Bethlehem
June 13, 2009
at Liberty High School Athletic Field



Photos taken at Harmony Press for the publication *Printing Impressions*, displaying the Heidelberg equipment.



The latest buzz...



Steve Brown setting up the Easton Business Association booth for the G2 Replay Game block party. (In the background is Steve's son, looking for trouble!)



In May, Neil Oswald and Janet Jensen vacationed on a cruise to Grand Cayman, Honduras, Belize and Key West.



For their 14th anniversary Frank Wismer and wife Kathy enjoyed a 9 day Royal Caribbean cruise on the Explorer Of The Seas. They were joined by their sister and brother in law, Joann and Gary, and Kathy's mother, Mary. Their ports of call were San Juan, Puerto Rico; Charlotte Amalie, St. Thomas; Samana, Dominican Republic; Labadee, Haiti; and returning to Cape Liberty Cruise Port, New Jersey. They enjoyed snorkeling in St. Johns Bay, wave runners in Haiti, and the visit to Fort San Juan. This was Frank and Kathy's first cruise and they can not wait for their next.



Wade Weierbach and his friend Jason clamming in the Indian River Bay, just outside of Bethany Beach Delaware.

The sunset overlooking Indian River Bay, from the boat launch at Holt's Landing State Park. Wade has a seasonal campsite in Delaware that he tries to visit once or twice a month.



more buzz...



Joe Dugan and Steve Brown
PSU blue looking good on Joe!



Jessica Puskas, **Pam Puskas'** daughter graduated on May 2009 from Robert Morris University. She majored in Business Finance and has accepted a position in that field from a company in the Pittsburgh area.



Steve Brown and his son, Brandon, at an Iron Pigs Game on opening weekend.



Ed Fongheiser and his grandson, Luke Razzano, at 5 months old.

The Lehigh Valley Half Marathon & 5K in Allentown, PA on May 3, 2009, welcomed more than 4,000 participants from all over the world. Closed to traffic for three and a half hours, the race course takes runners over rolling hills and through a covered bridge on the picturesque Lehigh Parkway, with a few slight-to-moderate changes in elevation throughout the race (the highest point on the course tops out at 340 feet above sea level, while the lowest is at 249 feet). The race also features plentiful music for participants, with 10 live bands along the race route. Participating from Harmony Press in this year's event were **Pam Puskas** in the half marathon and **Gary Male, Becky Fairchild** and **Kasey Fairchild** in the 5K.

Happy 1st Birthday



Eric Rice's son Evan turned one on March 13.



Jeff Richard's son Jayden turned one on April 19.



Heather Wiley's daughter Megan turned one on April 20.

Heritage Day Volunteers Needed

On July 12, 2009, Easton will again celebrate Heritage Day. I am looking to get together a 6 person team that would be available for setup from 7:30 am to noon. Please come along, have some fun and get in a work-out. If interested, see Steve Brown.

sbrown@harmonypress.com

Harmony Press Picnic

SATURDAY, AUGUST 22, 2009
at Nazareth Borough Park



Food, quaits, volleyball,
swimming, games
and lots of fun
for everyone!

Happy Birthday

JUNE

- 2 Bill Hunt
- 26 Joe Kovacs
- 30 Donna Meyers

JULY

- 5 Ed Fongheiser
- 13 Jeff Richard
- 18 Arthur Sox

AUGUST

- 1 Ricky Brunell
- 3 Steve Grotenhuis
- 11 Ruby Rosario
- 30 Steve Brown

If any Harmony Press or Silhouettes employee has a personal story of interest that they would like to share in the next edition of Harmony Impressions, please see any member of the newsletter staff.





**Harmony
Press, Inc.**

Finding new ways to print excellence every day.

717 W. Berwick Street, Easton, PA 18042

PRSR STD
U.S. POSTAGE
PAID
LEHIGH VALLEY, PA
PERMIT #132

What's Happening at Harmony Press...

Here's a quick peek at what's inside!

Create the shape
to fit your project,
with **BOARD
PRINTING** at
Harmony Press.

Learn more
about the
Harmony Press
employees

Patrick Powers
promotes
Pens, Pens
and more Pens

Sign up for
**REMOTE
ACCESS**