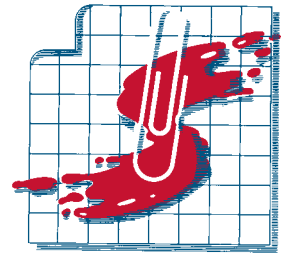




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the spos.com news

A publication from your friends at Standard Printing & Office Supply

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The Standard Printing &
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(left to right): Jim Whipple,
Jeff Albertson and
John Puyear



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Our new online footprint has launched its beta site and will soon be coming to a community near you. This interactive online site is dedicated to you and your community. Smartclick features local news and events, weather, sports and much more. In addition each site will feature important savings, coupons and offers from leading local businesses.

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Using www.spos.cceasy.com we set the **STANDARD** ...for all of your special days

By Ellen Keehn and Heather Reniger

Standard has launched a new website to help you erase the stress as you select and order your invitations and accessories. Visit us at www.spos.cceasy.com.

You'll find hundreds of choices and the ability to custom design your look with colors, type styles, and wording. It is an all inclusive site where you can find the most popular wedding essentials. Point and click to select the topper and servers for your cake, pillows and baskets, ribbons and bows, thank you notes and gifts. Select and design all that you need from the comfort of your own home.

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NICK'S NOTES

(brief barks from Standard's head dog)

The Age of Instant Communication....

In my world, we communicate with the wag of the tail, a growl, or a bark. If I am excited or angry I run and jump and yip and bark....it is really pretty basic stuff.

Now I don't pretend to understand all this "Human Stuff" but from what I gather you have migrated from telephones, to computers, to faxes, to voice mail, to e-mail, cell phones, instant messaging, texting, Facebook, something called Twitter, Smart Click and blogging! For the love of Milk Bones....how did you make communicating with each other so gosh dogged complicated?

What's even worse from this puppy's point of view is that my Dad (Kent Maurer) and my Uncle (Jim Pardoe) are now embracing this media and the age of instant communication. Now when they do sneak away they have their cell phones and laptops along as standard equipment. Instead of "Puppy time"....now they are doing business and checking their e-mails. They say that today.... business never sleeps.

Here at Standard my humans are on the frontline with all the toys and tools that move people, information and your business. We are on the web with the office supply industries' most powerful online ordering system. We are accepting graphic files from across the street and around the globe. Our [FaceBook](#) site traffic is amazing. You can order wedding and social needs at [spos.cceasy.com](#) and our first [Smartclick](#) site is now live at [smartclickmarshall.com](#).

In short, at SPOS, we embrace and enjoy the latest in instant communication and social networking. Your world is moving at the speed of light and we are ready to serve you. So you may ask...what makes us any different than the next place?

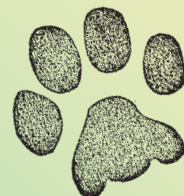
The answer is simple: OUR PEOPLE! Only at Standard do we blend the very latest tools with the very best people committed to meeting and exceeding all your business needs. You are the center of our universe and the star of our show...you are the reason we have served people and business for over 118 years.

Don't get me wrong, all this technology is amazing stuff...but...as for us puppies... I guess maybe you really can teach old dogs.... new tricks. Enjoy every moment of this beautiful summer and keep those orders coming...all my humans here at Standard appreciate you thinking of us. You can count on this great team to work hard for you, because at Standard....we are open...for your business!

Until next time....

Nick Maurer
Head Dog, SPOS

PS: Visit me on FaceBook!
(Nick Maurer, Head Dog, SPOS)



Social Networking.... Making Business More Fun!

By Fred Campbell, Social Marketing Guru

Facebook is not just for keeping tabs on friends and filling out quizzes or playing games—it can also be used as a highly effective business tool. It's great for marketing products, networking and staying connected with your customers.

Standard Printing & Office Supply has joined the Facebook nation. It's a great place to promote our printing services, office supplies and office furniture. We also have a Facebook page with links to our website, smartclick and our eBay resale store. Even Standard's Head Dog, Nick Maurer now has his own Facebook presence.

Periodically, we will have a FREE drawing to fans of our Facebook page. This is an online only event just for our Facebook friends and family. Make sure to look for us on Facebook and become a fan of our page to keep up to date with all of our monthly specials, promotions and FREE drawings.

Remember... 67% of all online action is driven by offline messages Print tells it best... print sells it best!

Data: "iProspect Offline Channel Influence on Search Behavior Study" A Clearinghouse of Research on Print Media Effectiveness



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Standard Printing is committed to helping you become a leading provider of green products. We have a wide assortment of recycled and third-party certified low-impact items to create just the right product mix. We can also help you raise customer awareness because we're committed to environmental responsibility and driving change.

We're encouraging our supply chain to broaden their product lines with new, innovative, sustainable items and to reduce packaging material waste.



Working together, we can preserve the future, increase sustainABILITY and grow your green sales. For more details, contact your account representative at Standard Printing.

Within our own facilities we're better managing our resources through fuel saving programs, conserving energy with more efficient operations, recycling and using green products.

