

DIRECT

HIT



The **SUCCESS** Spotlight

NAME TO A GOOD LOOKING FACE: JACK JOLLIFF

After working as Director of Purchasing with Seiple Lithograph Co. for more than twenty years and then moving on to a role as Supplier Development Specialist at GBS, Jack joined us at Midwest Direct in January of 2018. With over 30 years of experience working with Midwest, his transition was a natural move. Jack is passionate about utilizing his expertise to help companies develop print projects that really bring out the “wow” factor as our Print Engineer. We’re very excited to have Jack on our team!

What do you officially do at Midwest?

I am the Print Engineer – which means I engineer individually printed pieces for our customers. When it comes to integrated print and mail projects, your output is only as good as your input. My goal here is to walk through the print preparation process with my clients and ensure we are setting their project up for maximum success. I want them to walk away knowing their finished piece is accurate, adheres to style guidelines, and was produced efficiently.

Describe what a typical day is like for you at Midwest.

It’s different every day, so it’s hard to say what a typical day is like.

What part of your job do you enjoy the most?

I really enjoy taking a customer’s concept to completion. It’s a satisfying thing to do and I like seeing the job finished.

What parts of your job do you find challenging?

It’s almost the same as the last question – to take someone’s idea and convert it into a physical piece. The process is often difficult, but the finished product is always worth it.

Do you have any fun summer plans for the rest of the summer?

I plan on taking my boat out for some fishing and swimming. Just having a fun relaxing summer.

What was your favorite vacation spot?

Lido Key Beach in Florida – it’s an island west of Sarasota. It’s always a foodie vacation. St. Armands circle nearby has a lot of international cuisines. It’s all really interesting and delicious food. It’s an amazing vacation.

Do you have a family?

I have two boys – Cody is 26 and Austin is 22. I also have a Pitbull, Rambo, and a cat, Macho.

Editor’s note: Those are amazing names for pets.

Where do you live?

I live in Canton South – Home of the Wildcats!

What’s your favorite movie?

Red Dawn – it’s an older movie and a guy’s movie. It started a lot of actor’s careers including Patrick Swayze, Thomas Howell, and Charlie Sheen.



Team Treats



It's National Sandwich Month and that calls for a killer sandwich recipe. Here is the Ultimate Turkey Sandwich for you and three friends to try:

Ultimate Turkey Sandwich:

INGREDIENTS:

- 4 whole wheat hoagie buns
- 1 pound deli turkey off the bone
- 20 slices hard salami
- 4 slices baby swiss cheese
- 4 slices cojack cheese
- 2 Roma tomatoes, sliced
- 4 leaves romaine lettuce
- Fresh ground pepper
- Mayonnaise
- Mustard
- Freshly ground black pepper

DIRECTIONS:

Slap it all together and dig in!

Upcoming Tradeshows

We're excited to announce that Midwest Direct will be attending the following tradeshows this year:

FUN FACTS:

Did you know August is National Sandwich Month? It's a great excuse to go eat a sandwich while you read these fun facts.

- The average American will have consumed 1,500 PB&Js by the time they graduate high school.
- The world's largest sandwich weighed 5,440 pounds.
- Americans eat more than 300 million sandwiches every day.
- The most popular sandwich in America is the turkey sandwich, followed by the ham sandwich.
- The longest sandwich ever measured was 2,411 feet, 5 inches created in Beirut, Lebanon.



Melinda's

MOTIVATIONAL MOMENT

When you're struggling in life, it may seem like every day is a failure but Melinda's motivational words are here to remind you to keep on trying:

"Who cares if you fail? At least you tried!"

- **Proforma Convention:**
August 26-29th in Las Vegas, NV

Health & Safety Tip of the Month: DON'T GET SICK THIS BACK TO SCHOOL SEASON!

It is back to school time and that means a mini plague, the common cold, is about to make its way into your household. The common cold may seem inevitable, but there is quite a bit you can do to avoid it. We put together a list of tips to make sure you and your kids are staying healthy this school year.

- Make sure your kids are getting enough sleep – school age kids should be getting 10-11 hours of sleep a night
- Take in some Vitamin C – it doesn't keep colds away on its own, but it can help to shorten a cold if you get one
- Make sure your kids know how to wash their hands correctly – it's the first defense against the common cold
- Clean your home regularly – your kids bring the germs from school home with them, so make sure you are disinfecting regularly
- Make sure you and your kids are eating healthy – fruits and veggies can build up your immune system, so pack them on

Communication Tip: THE ART OF FOLLOWING UP!

When you attend any event, you should leave having met at least one new person. This person could be a potential new client or could lead to another potential client. It is important to keep in touch with them. If you're not sure how to touch base for the first time, we have you covered. Here are a few tips to make sure your follow up goes smoothly.

- Follow up in less than a week, 24 hours is ideal
- Take notes so you remember what you talked about later on
- Connect with them on LinkedIn
- Set a reminder for yourself to follow up with them again in a few weeks
- Keep it short – "it was great talking to you; we should get lunch next time you're in town"
- Invite them to your next event
- Send congratulations if they achieve something big

Jack's Print Puzzles: Color Differences

Q. What's the difference between process color, Pantone® color, and high-quality inkjet color?

A. The first thing to know about all three is that you need a print engineer to help you determine your best option. There are so many variables when selecting print production, we recommend you connect with us at the start of your project to help you understand the best method.

That said, let's take this in a couple of stages:

PANTONE® Solid Colors (or Spot Color) is an EXACT color request usually built by a designer using PANTONE® color. These are proprietary color formulas produced by mixing inks to a given shade and then laying the ink on paper in a single pass. This is commonly done in one or two-color print jobs and will be spec'd as a lithographic print job. It's generally used for custom print projects or extremely high volume projects.

PANTONE® Process Colors are produced using four-color process, or CMYK (cyan, magenta, yellow and black) printed as a series of screens that are made up of dots of the colors, with one color overprinting the next. When viewed by the human eye, the dots are blended to create the illusion of a solid field of color. This is where a print engineer comes in handy. Depending on your design, your quantity and how color critical it is, you may be able to go with high-quality digital inkjet or a lithographic run. It depends!

High-Quality Inkjet color is not like your home printer. These are presses and are built to allow the press technician some ability to manipulate color when on the press. This adds a lot of flexibility to your print, for example, you can personalize every piece in one run! High-quality inkjet, like our ColorStream, can run marketing materials, statement, invoices, even postcards with personalized data in one run. This saves you time and money.

Contact Jack Jolliff for any questions you have concerning your best options on your next print/mail project.

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2222 West 110th Street • Cleveland, Ohio 44102-3512
www.mw-direct.com

PRESORTED
STANDARD
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**Build Up Your Business With
Midwest Direct**

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your feedback on what you enjoy about Direct Hit!



Questions or comments?
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