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*Columnist : Quick Printing Magazine, Printing News & Southern Graphics • Author • Outsourcing Consultant • Seminar Presenter
Helene's Hotline (Source Resource) • Idea Zone (Profit-making ideas & PC Software reviews) • Small Talk (Industry happenings & drive!)*

The Rotary Four Way Test

- Is it the truth?
- Is it fair to all concerned
- Will it build goodwill and better friendships
- Will it be beneficial to all concerned

Printer's Hat...

On the second page this note you will find reproducible copy for the instructions as to how to produce a printer's hat out of a sheet of newspaper.

This can be an outstanding promotional tool that costs you almost nothing.

The most obvious method is to simply print the instructions with your name and contact info on the instructions, and give the sheets to your customers or include a copy with each completed order.

Why not have your employees make their own hats. Wearing these hats at work can generate interest and conversation. Employees can use a marker to write their names on the hat; you can print labels on your laserprinter with names or a promotional message; or your employees can get creative and decorate their hats to make them more "personal."

The printer's hat can also be used to mix ink in or can be used to hold small items like paper clips, gauge pins, sheet separators, etc. Or, you can work up a promotion around it and use it as a mailing piece.

I ran a 1/4 page ad in our local newspaper where I gave the instructions. That was my ad. It resulted in several new customers and many positive comments from existing customers.

I also sent the instructions to each of the local high school journalism departments. Each of these schools reprinted the instructions in their school newspapers along with crediting me. While I couldn't attribute any new business as the result of these printings I did get a lot of local exposure. My effort has always been that when someone thought of printing I wanted them to think of "The Printer" (my company name).

Bottom line is that this is an idea that may or may not make you extra dollars but it will get you a lot of extra exposure and that exposure cannot help but result in extra bottom line profit somewhere down the line.

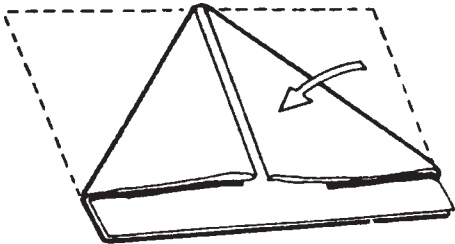
Quick Printing
FOR QUICK AND SMALL COMMERCIAL PRINTERS

Southern Graphics
Serving The Graphic Arts & Printing Industry

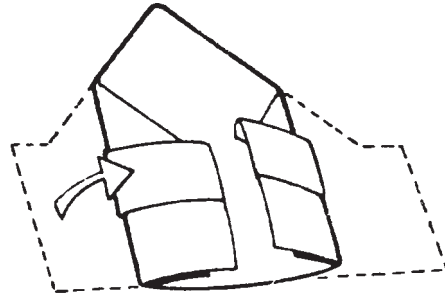
Printing News
The Newsweekly for Imaging to Finishing
E A S T

Make a pressman's hat!

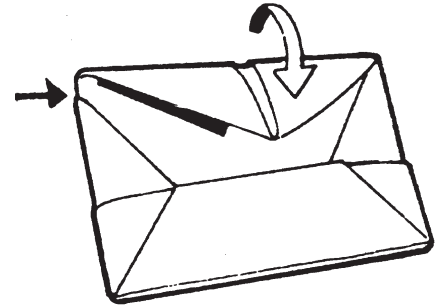
It's easy to make a hat just like the ones the pressmen used to wear to keep ink out of their hair. Just follow these directions.



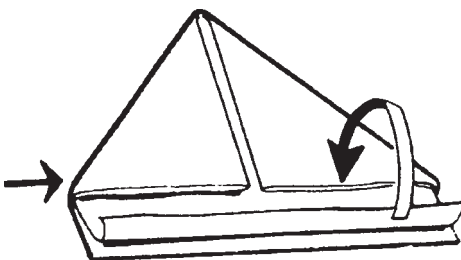
1. Start with a single double page of standard-size newspaper folded once to standard newspaper size. With the crease at the top, fold the corners in until they meet at the center of the page. Crease the new folds.



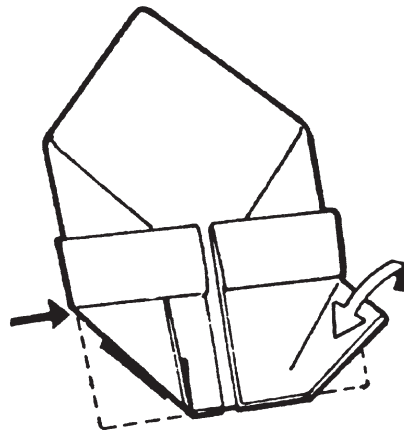
4. Fold the outside edges toward the center and overlap. The further the overlap, the smaller your hat will be.



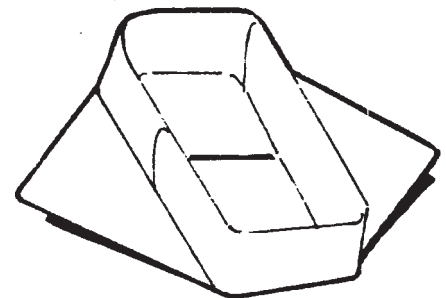
7. Fold the triangular section down and tuck into brim. Crease.



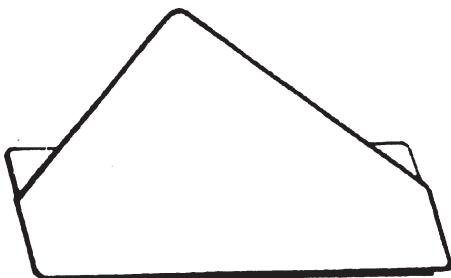
2. Fold a single thickness of the open edge up one inch and crease. Fold the same flap again as far as it will go and crease.



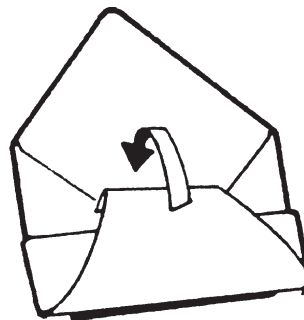
5. Fold lower corners up to bottom of band and crease.



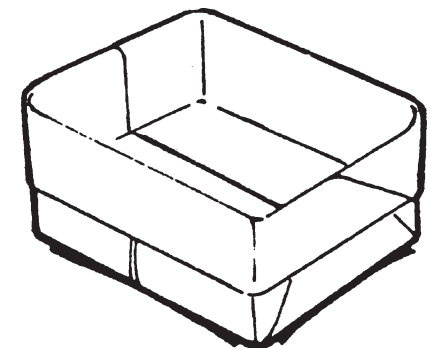
8. Open the hat and flatten inner area to create a rectangular shape. Square brim and tuck remaining points under.



3. Turn the entire hat over with the point away from you.



6. Fold bottom piece up across the band and crease. Tuck end into band to form brim of hat.



9. Crease corners square on all four sides.