

# custom calendars connect

Leverage the limitless possibilities of custom calendars!

### custom calendars

Ready to set off on a great adventure? Join our experienced program managers, with a combined 300+ years of experience, as they guide you through the process from start to finish.

Come to the table with your own ideas or rely on our expert in-house design team to generate concepts that help your customer's calendar reach new heights.



#### Some of the ways to customize a calendar:

- Size, shape, and dimension
- Colors
- Images: provide your own or choose from our gallery
- Date grids
- Paper and coatings
- Beginning month and number of consecutive months
- Custom holiday lists and/or date block
  overprint
- Insert sheets
- Personalization

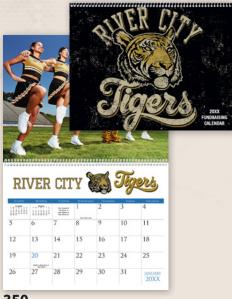
Once you've approved a design, our dedicated team takes it from there. From project management to production and fulfillment, our goal is to make the custom calendar process simple.



### stock custom options







350

Triumph<sup>®</sup> Calendars Small **Quantity Custom - Spiral** 

#### See them on our website:



Grid C (350 & 360)

JANUARY 20XX

Grid A (350 & 360) YOUR IMPRINT HERE

Grid B (350 & 360)

YOUR IMPRINT HERE

360

Triumph<sup>®</sup> Calendars Small Quantity Custom - Stapled

13 .... 14 15 16 17

27 28

541

21 ..... 22 23 24 25

Triumph<sup>®</sup> Calendars Custom Single **Image Appointment** 

31

29 --- 30



Triumph<sup>®</sup> Calendars Pocket Planner with Custom Cover



Triumph<sup>®</sup> Calendars Standard Desk Planner with Custom Cover



Triumph<sup>®</sup> Calendars Academic Desk Planner with Custom Cover



Like a **good recipe** handed down from **generation to generation**, **calendars** *include all the ingredients to make the* **perfect promo**.

Promotional calendars generate **673** impressions through their lifetime.\*\* **89%** of people who receive a promotional calendar are likely to use it.\* **67%** of people use both a digital and printed calendar.\* **75%** of people keep a promotional product because it is useful.\*\*\* **61%** of people can name the advertiser on a promo product they have received in the last **12** months.\*\*\*

\*MarketSight® Survey, April 2019 \*\*Global Ad Impressions Study 2023 Edition \*\*\*PPAI 2021 Consumer Study Report



#### Keep It. Give It.™

Social Impact and Sustainability Commitment

Koozie Group is an industry leader in product safety, quality assurance, social responsibility, and supply chain security. Learn about our Keep It. Give It.<sup>™</sup> vision.



# materials matter

Our Sleepy Eye, Minnesota, facility has been **Forest Stewardship Council**<sup>®</sup> (FSC<sup>®</sup>) and **Sustainable Forestry Initiative**<sup>®</sup> (SFI<sup>®</sup>) certified since 2021.

Nearly **95% of our calendars** carry one of these **certifications** and are identified on the product so your customers know that sustainability is important to you, too.



### **CONNECT** with top vertical markets

**Insurance Agencies Funeral Services Religious Organizations Security Brokers Banks and Credit Unions Industrial Suppliers Business Services Auto Sales and Repair Businesses** 

Agriculture-Related Business

**Real Estate Agents** 



### share your message

### marketing

- brand building
- new products
- sales support

Employee

Appreciation

### Calendars aren't just for customers.

They can be used throughout an organization to build connections and convey information.

### humán resources

- benefits information
- corporate history
- employee appreciation

### operations

sales

leave behinds

trade shows & meetings

customer appreciation

- schedules
- safety programs
- plant information

#### RISKO BB TOTHES

histo Brothers employees are celebrating at the grand opening of a new location II's an exciting time for the 55-pile semployees at the southern Cleawater, FL facility. This "dream shop" is filled with techs, estimators and support employees. "There are 28 people have now, but by the time they are fully staffed, there will be and support employees. "There are 28 people have now, but by the time they are fully staffed, there will be the staffed of t





# the sky's the limit with custom calendars









Sports Teams

- Customize the shape, dimension, colors, date grid, paper, coatings, and variable data.
- Use your own images or let us help you select from our extensive stock library.
- Quantities as small as 50 units all the way up to large production runs.
- Dedicated support throughout the entire process: idea generation, creative and design, project management, production, fulfillment.

Make it yours! With our help, the design possibilities are endless.

### simple questions help make the CONNECTION



#### Is this existing business?

#### What is the price point?

**How many are needed?** *Quantity will drive price.* 

#### What style/format will the calendar

**use?** We have plenty of choices, including desk tent, appointment, desk pad, single-sheet or multi-sheet hanger, etc.

# What type of binding will the calendar use? Options include spiral, stapled, tinned, etc.

#### What is the theme of the calendar?

Is the company celebrating a special event, launching a new product or service, or wanting to send a particular brand message?

Outdoors

Manufacturing



#### Are there unique specifications?

*This could include size, shape, design, paper stock, etc.* 

### What month will the calendar start on? We can start it on any month!

How many months will the calendar include? We can do more than 12 months!

# Will the imprint be the same on all calendars or will there be multiple imprints?

How will the calendars be packaged and mailed? We can help with that!



### celebrate milestones

Sharing the journey together!

Our story began in a small building in downtown Elbaf, New Hampshire. From its humble roots, Hooper's has grown to include 90 locations across the region. As we mark our 75th anniversary, we're not just celebrating a grocery store's success; we're celebrating the remarkable journey we've shared with the people who made it all possible.



since 19X7

Sunday	Sunday Monday		Wednesday	Thursday	Friday	Saturday
JANUARY 20XX		DECEMBER      S    M    T    W    T    F    S      1    2    3    4    5    6      7    8    9    10    11    12    13      14    15    16    17    18    19    20      21    22    23    24    25    26    27      28    29    30    31	FEBRUARY      S    M    T    W    T    F    S      1    2    3    4    5    6    7      8    9    10    11    12    13    14      15    16    17    18    19    20    21      22    23    24    25    26    27    28	<b>1</b> New Year's Day	2	3
4	5	6	7	8	9	10
11	12	<b>13</b> HOOPER'S 75th ANNIVERSARY!	14	- Choos fits g	personalized copy that story perfectly. 5e a custom palette th jour brand's look and f your company's annive a personalized calenda	hat <sup>2</sup> eel.
18	<b>19</b> Martin Luther King Jr. Day	20	21	Snowd	easing key milestones, ements, and memorab	24
<b>25 26</b>		27	28	29	30	31

### SUBCONTRACT FINISHING



Our ISO 9001:2015 Finishing Facilities are equipped with over 1000 cu.ft. of finishing equipment and capacity for multiple avenues of surface preparation.

#### EXPLORE OUR SERVICES



### emphasize Capabilities

### **Your Connection to Perfection**

since 1978

### JANUARY20XX

488 S. Dressrosa Blvd. Archipelago, IL 62503

### Phone: 618-555-4872 Fax: 618-555-4583

systemfinishingco.npp



SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY						
S M T W T F S	New Year's Day		Last Quarter									
1 2 3 4 5 6 7 8 9												
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				New Moon								
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#### **1ST RUNNER-UP**

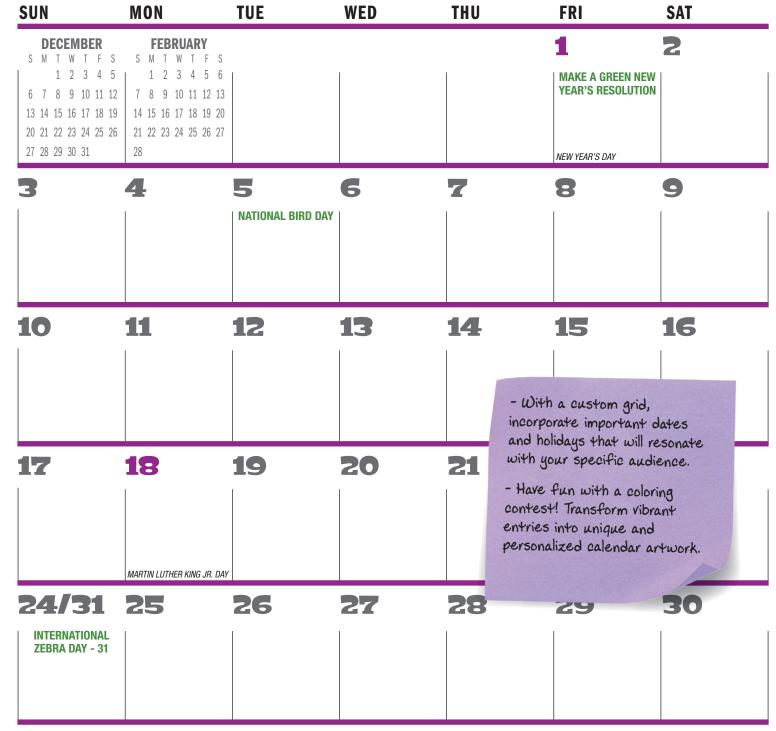


Macie, Age 8

#### How can you make a difference?

Nobody likes litter. It's unsightly and pollutes our environment. Taking care of our environment is a very important job that everyone can do, including you! At home, make sure garbage and recycling bags are tied securely so that loose papers and other items can't fall out and become litter. Educate children about the importance of disposing of trash properly. Participate in community cleanup events, like our stream cleanups that are held in the spring and fall.





# LET'S GO, FALCONS!





### support academics













EXAMPLE Scan this code	TE TODAY! to make a donation to ital of Skypiea today.	www.chs.np	p/giving		Ja	<b>Y</b> 20XX	
SUN	MON	TUE	WED	)	THU	FRI	SAT
<b>DECENSER</b> S      M      T      W      T      F      S        3      4      5      6      7      8      9        10      11      12      13      14      15      16        17      18      19      20      21      22      23        24/{31}      25      26      27      28      29      30	<b>1</b> New Year's Day	2	Last Quarter	3	4	5	6
7	8	9		10	New Moon <b>11</b>	12	13
14	<b>15</b> Martin Luther King Jr. Day	16	First Quarter	17	18	19	20
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28	29	- Incorporate QR on every page to m engagement and e- connect your audie additional resource	aximize Ffortlessly Ence to	31	FEBRUARY        S      M      T      W      T      F      S        1      2      3      1      2      3        4      5      6      7      8      9      10        11      12      13      14      15      16      17        18      19      20      21      22      23      24        25      26      27      28	Notes:	

### www.shinemoremarket.npp 472-555-5739

82378 Baratie Road • Marineford, Oregon 86647



## SNOWMAN HOT TUB COCOA

#### **Ingredients:**

- Tube of black icing
- 1 piece of candy per snowman
- 3 marshmallows per snowman
- 1 toothpick per snowman
- 4 pretzel sticks per snowman
- 1 cup hot chocolate mix per snowman Whipped cream

#### **Directions:**

- Insert a toothpick through two marshmallows.
- Attach third marshmallow as the head.
- Draw eyes & mouth on the third marshmallow with black icing.
- Draw buttons on the other two marshmallows with black icing.
- Use a knife to cut a nose slit and insert 1 piece of candy.
- Insert pretzel sticks for arms and legs.
- Prepare hot cocoa as package directs.
- Add whipped cream and let it melt some.
- Top with your snowman!

## recipes & COUPONS

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
BEBEBERE        S      M      T      W      T      F      S        3      4      5      6      7      8      9        10      11      12      13      14      15      16        17      18      19      20      21      22      23        24      25      26      27      28      29      30        31	1 New Year's Da	2	3	<b>4</b> *DOUBLE COUPON DAY*	5	6
<b>7</b> NEW Weekly Ad Available	8	9	10	11 *DOUBLE COUPON DAY*	12	13
14 NEW Weekly Ad Available	15 Martin Luther King Jr. Da	16	17	18 *DOUBLE COUPON DAY*	19	20
<b>21</b> NEW Weekly Ad Available	- tri bi	- Integrate recipes into you to make each month a culing idventure. Feature exclusive coupons o drive customer loyalty and usiness.	each month I repeat	25 *DOUBLE COUPON DAY*	26	27
28 NEW Weekly Ad Available	29 ke	Utilize date block overprint y dates, events, or promotic ovide customers easy remine	to highlight ons to ders.	FEBRUARY        S      M      T      W      T      F      S        1      2      3      1      2      3        4      5      6      7      8      9      10        11      12      13      14      15      16      17        18      19      20      21      22      23      24        25      26      27      28		N XX









One coupon per person per visit. Not to be combined with other offers. No cash value. Redeemable in person only. Valid only at participating locations.

**VALID JAN. 1-31, 20XX** 





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20X)

MARCH

SEPTEMBER

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DECEMBER

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# single-sheet hanger

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AUGUST

Water Pump Station

INTERSUA TECHNOLOGY

NOVEMBER

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18 19

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QR)

16

15

22 23 24 25 26

FEBRUARY

JANUARY

JULY

12

25

24

**Electric Grinder** 

**Industrial Robotic Arm** 

OCTOBER

27 28 29 30

- Add UV coating for a smooth write on, wipe off experience. This not only helps with easy planning, but makes images stand out and ensures long-lasting quality. We can even provide you with markers!

- Include work dates and week numbers to stay organized and on top of deadlines. - Feature Julian numbers on your grid to

increase precision in date tracking.

- Single-sheet hangers offer easy display and a streamlined look while showing the whole year.

# we print ink on paper

#### Go from blank canvas to brand personality.

Every company has a unique story about what they do and how they do it. Help your customers tell their story using promotional products that shout brand personality. With over **60 years in the printing business, Koozie Group** has helped countless businesses and organizations write their narratives. We are more than calendars. **We print ink on paper.** 



Posters



Flyers & Newsletters











ooziegrou

ONE

FRE

UNCH

TIME

TIME

Digital Couron

Custom Stick Ups

Catalogs & Brochures

\*D91199

GITAL DAILY

SPECIALS

TINO

H

10% OFF ANY FOOD ORDER

BOGO HALF OFF TWO PE

Table Tent

20% OFF ANY MERCH PURCH

SCAN ONE OF THE CODES AND GET A DEAL ON A DEPENDENT POWER STREET

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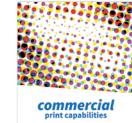




CATES MEMORIAL HOSPITAL

Placemats





koozie group



Menus





Postcards

RedApple



**Coupon Sheets** 

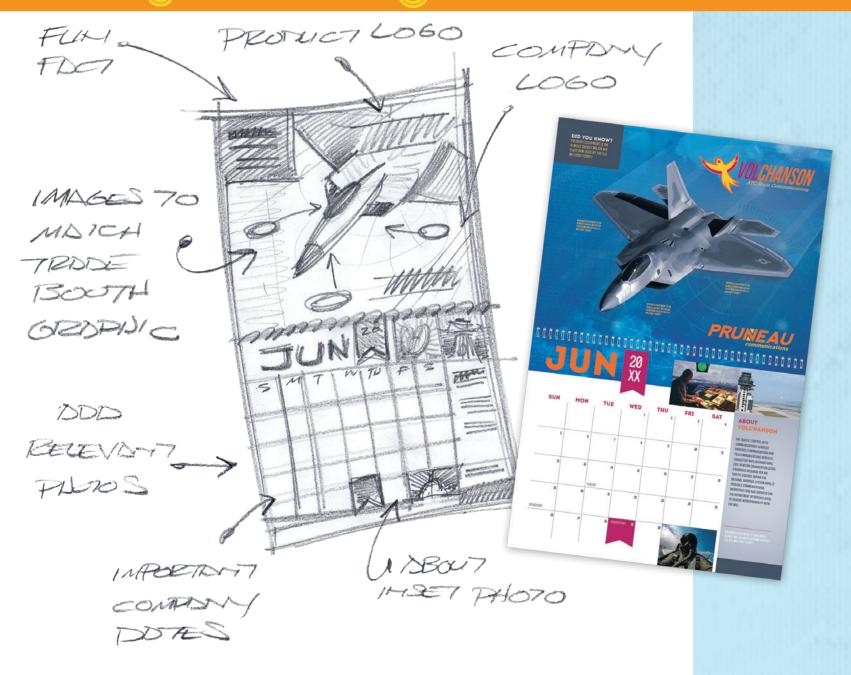
**Commercial Print Capabilities** 



**Raffle Tickets** 

Bookmarks

# transforming conventional



# idea eneration DID YOU KNOW **Custom mock-ups** have a 26% close rate!

Customize with shape, dimension, colors, date grids, paper, coatings, variable data, and more.

Use your **own images** or let us help you select from our extensive stock library.

**Customs orders** repeat on average over 10 years.

**Dedicated support** throughout the entire process: idea generation, creative and design, project management, production, and fulfillment.

Our team of experts, with 300+ years of experience, delivers support throughout the entire process from start to finish.

### concept to completion

we print ink on paper

Which of your customers can I start a mock-up for today?





### start ofinish

#### getting calendars to your door



Minnesota



**Product Development** Provide your own images or let us source them from our stock library or the over 150 artists and photographers with whom we work. Our in-house creative team can take it from there, bringing your concept to life.



Pre-press Our pre-press team pulls all the pieces together, from holidays to grids to images. Then our qualityassurance experts review the files to make sure everything is in order before they are sent to production. Accuracy is important! **Plating/Printing** Files are sent to our manufacturing team, and they prepare the plates used on our printing presses. Many of our products are printed on our web press, which feeds a 57-inch-wide roll of paper through the 240-foot-long press.

**Manufacturing** Hot off the press, printed sheets are cut, collated, folded, trimmed, and bound. As leaders in the industry, we've developed efficient processes that allow us to produce a calendar every 3 seconds. **Storage/Shipping** We take orders all year round, so we offer free storage on calendars printed early in the year to make it easier for our customers. When orders come in later in the season, we print them and ship them right off the line.

# digital file requirements

#### **Applications**

- Adobe<sup>®</sup> InDesign<sup>®</sup>
- Adobe<sup>®</sup> Illustrator<sup>®</sup>
- Adobe<sup>®</sup> Photoshop<sup>®</sup>
- Adobe<sup>®</sup> Acrobat<sup>®</sup>
- If using CorelDRAW<sup>®</sup>, QuarkXPress<sup>™</sup>, Microsoft<sup>®</sup> Word<sup>®</sup>, or Microsoft<sup>®</sup> PowerPoint<sup>®</sup>, export as .pdf file and supply as a press-quality PDF.

#### **Press Quality PDF**

- Recommended.
- PDF/X compliant PDFs need to be created to our exact specifications and at the correct size. Bleed must be included if applicable. (Please be sure crop marks are offset to bleed.) Please contact the program manager for detailed instructions or a blank template to use to create the file, if needed.
- We cannot alter or make type changes to PDF files.
- See image requirements below.

#### **Submission Formats**

- Web-based file transfer (recommended method)—such as wetransfer.com (free), Hightail, and/or Dropbox.
- Your FTP site—provide us with a link and/or the username, password, and file name. Do not restrict who may download the files so different members of our team may access them to ensure timely attention to your order.

#### Layout Files (extra charges apply)

- Layouts need to be designed in single page format to our specifications. Please contact the program manager for a spec sheet.
- "Package or "Collect" your files to gather all components of the file(s), such as fonts and links. Include an .idml file where applicable, and don't forget a PDF for visual reference only.
- Be sure to include fonts used in linked art or images.
- A hard copy and/or PDF reference is always required with layout files option.
- See image requirements below.

#### **Image Requirements**

- Adobe<sup>®</sup> Photoshop<sup>®</sup>, include layered files if applicable.
- Submit image as CMYK to ensure correct color. If RGB image(s) are supplied, we will convert to our CMYK Press Color Profile.
- We recommend 250-300+ dpi at actual printed size for best results.
- Art pulled from a website is not suitable for print and will not be accepted.
- Line art should be created in a vector art program such as Adobe® Illustrator®.
- When printing 4-color process, large areas of black should be colorized as the following: 75% Cyan / 65% Magenta / 65% Yellow / 95% Black.
- Small black type and grid lines should be colorized as 100% Black and should overprint lighter backgrounds.





Learn more about calendars on our website!

kooziegroup.com | keep the good going<sup>®</sup>