



Basically Business

a monthly newsletter published by Sir Speedy

Beat the Rush on Q1 Marketing Materials

Now's a great time to plan next year's marketing materials. The businesses that hit the ground running on January 1 aren't winging it; they started 60+ days earlier. For print and signage, that lead time isn't a luxury; it's a necessity. Specialty materials, custom fabrication, and high-volume orders all require fixed production windows. Waiting until the new year to think about Q1 materials means paying rush fees, accepting compromises and launching campaigns late.

Audit Before You Order

Identify outdated materials, what's running low, or what no longer reflects your current branding. A quick audit prevents reprinting things and ensures nothing critical falls through the cracks.

Address Q1 Priorities First

Start with what's launching early in the year: trade shows, new service announcements, or seasonal campaigns. Each initiative has its own material needs. Aligning these events and collateral now reveals what needs to be produced.

Identify Long-Lead Items

Custom signage, specialty finishes, dimensional displays, and large-format materials take longer to produce than other types of collateral. Flag these first and get them into production before the holiday slowdown hits vendors and carriers.

Standardize for Multi-Location Consistency

For businesses with multiple locations, Q4 is the ideal time to refresh brand kits and

ensure every location enters the new year with consistent, current materials. An online print portal makes this manageable at scale by centralizing ordering and controlling brand standards.

Brief Your Print Partner Now

A local print and marketing partner can help review existing assets, identify gaps, prioritize production timelines, and ensure everything is ready before January campaigns go live.

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Table, Counter and Kiosk Displays: Small Footprints, Big Results

Trade shows, conferences and industry events continue to be valuable opportunities for businesses to connect with prospects, strengthen customer relationships and increase brand visibility.

However, with exhibitors competing for the same attention, standing out requires more than simply showing up. The right event marketing materials can help turn casual visitors into meaningful conversations and potential customers.

Maximize Every Interaction

One of the most effective ways to make an impact is through strategically designed table, counter and kiosk displays. These versatile display solutions help businesses maximize limited event space while creating a professional, organized and engaging presence. Whether used at a trade show booth, networking event, or conference registration area, these displays help attract attention and communicate key messages quickly.

Today's attendees are often overwhelmed with information and competing distractions. Well-designed displays can help break through the noise by highlighting products, services, promotions or important brand messaging. Tabletop displays can draw visitors into conversations, while counters and kiosks provide dedicated spaces for demonstrations, literature distribution, lead generation or interactive experiences.

Display Solutions that Increase Brand Awareness

Beyond visual appeal, portability and flexibility are increasingly important for today's event marketers. Table, counter and kiosk displays are easy to transport, quick to set up and adaptable to a variety of event environments.

From pop-up tabletop displays and branded literature holders to QR-code display stands and self-service kiosks, these solutions help create a professional

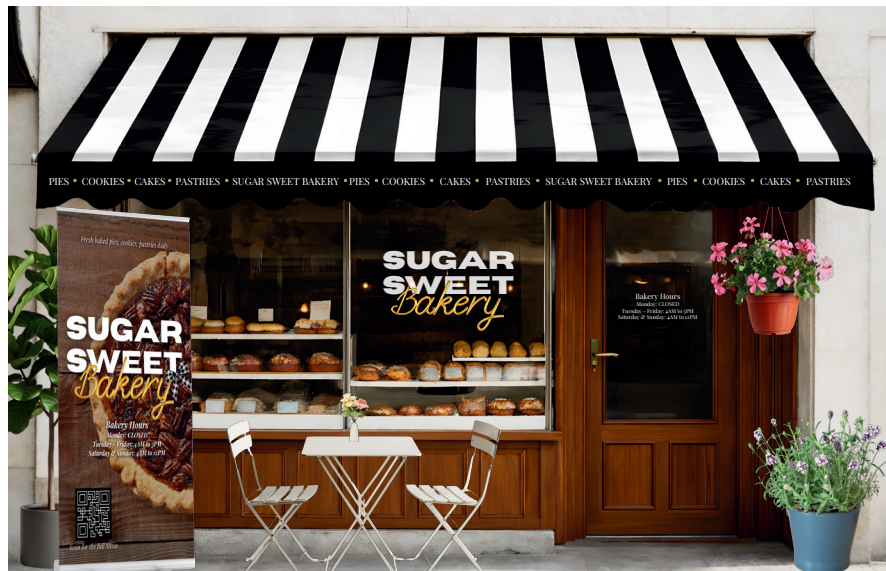
presence without the cost or complexity of larger exhibit structures.

Their versatility also supports a wide range of marketing goals, including increasing brand awareness, promoting products and services, sharing information and generating leads. As a result, they are a smart investment for organizations that participate in events throughout the year.

When strategically integrated into your exhibit space, table, counter and kiosk displays work together to create a cohesive brand experience that captures attention, engages attendees and helps maximize every event opportunity.



Create a Recipe for Success with Custom Restaurant Marketing Essentials



A great meal starts before anyone sits down. For restaurants, print and signage do the work of attracting diners, setting expectations, and reinforcing brand identity at every step, from the sidewalk to the table to the takeout bag.

Outside: Make the First Impression Count

Before a guest opens the door, exterior signage is already making a case for the restaurant. Custom channel letter signs, awning graphics, and hanging signs establish identity from a distance. A-frame sidewalk boards handle the close-range sell by advertising daily specials, happy hour and seasonal features. These can be updated as often as needed.

Window graphics round out the exterior, communicating hours, promotions, or other important announcements in clean, removable vinyl.

Inside: Guide, Inform and Upsell

Once guests enter the establishment,

wayfinding signage moves them toward the host stand, bar, and restrooms. Behind the counter, menu boards—whether PVC panels at a fast-casual location or chalkboard displays for cafes—anchor the ordering experience. Table tents and counter cards also clearly and easily promote specials, catering services, loyalty programs, and gift cards.

At the Table and Beyond

The menu itself is a brand statement. Thick matte finishes or spill-proof laminated stocks communicate quality before a single item is read. For takeout, branded labels and stickers on bags and containers extend the experience off-premises. Loyalty cards or signs at the register turn one-time visitors into regulars.

Every touchpoint tells the story. Make sure they're all saying the right thing.

Did you know?

Packaging and labels often influence a customer's decision before a product is ever used. Beyond protection, packaging tells a brand's story and sets expectations at first glance. Choices such as label size, materials, and adhesives affect how a product looks, feels and performs in real-world use.

Labels serve multiple roles at once—promoting products, sharing instructions and meeting compliance requirements—while maintaining clarity and consistency. Packaging builds on that impact by balancing presentation with protection and efficiency. Custom boxes, wrappers and bottlenecks help products stand out without adding unnecessary cost.

When designed thoughtfully, packaging and labels work together to build confidence, strengthen brand recognition and leave a lasting impression.



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INSIDE

Create a Recipe for Success with Custom Restaurant Marketing Essentials

Print Materials Every Client- Focused Firm Should Have

For law firms, financial pros, consultants and architects, print materials make expertise tangible, creating an early impression before a word is spoken. Here are six essentials for the new year:

- 1. Premium Business Cards:** Select heavier paper stocks (16pt+) with soft-touch or spot-UV finishes. Add a QR code linking to a digital portfolio or scheduler.
- 2. Capability Brochures:** Replace generic tri-folds with high-quality, multi-page booklets focusing on client outcomes.
- 3. Branded Presentation Folders:** Heavy-duty folders with die-cut card slots neatly organize and present business cards, fee structures, proposals or bios.
- 4. Success Stories:** One- or two-page printed case studies give concrete proof of results and serve as persuasive leave-behinds.
- 5. Thought Leadership Booklets:** Printed industry guides, research summaries, or regulatory overviews indicate your industry authority to high-value prospects.
- 6. Corporate Stationery:** Letterhead, envelopes and premium notecards signal organizational stability. A handwritten thank you note creates a strong, lasting emotional connection.

Create A Memorable First Impression



Build stronger connections with thoughtfully branded welcome kits.

Partner with Sir Speedy to create custom welcome kits that reinforce your brand, build loyalty and make every new employee or client feel valued from day one.

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