A LOOK INTO THE
PRINT INDUSTRY
from SUTTLESTRAUS®
We wanted to shed some light into the world of a print services provider, so we asked some of our team members about their job, perceptions of the print industry, and recommendations for customers.

See what they had to say!
WHAT IS THE BEST THING ABOUT WORKING IN THE PRINT BUSINESS?

“Pushing the envelope – seeing crazy ideas come to life in vivid color.”
— EDDIE MASON

“It’s always changing – new technology, new processes, new products and services. It might be challenging at times, but it’s never dull!”
— RON SWEENEY

“Print jobs are like snowflakes; no 2 are the same.”
— WARD MEYER

“Pushing the envelope – seeing crazy ideas come to life in vivid color.”
— EDDIE MASON

SEE SOME OF OUR UNIQUE PROJECTS
WHAT IS A COMMON MISCONCEPTION PEOPLE HAVE ABOUT PRINTING AND/OR THE PRINT INDUSTRY?

“That it is old school or dying, or that it’s only books and magazines. Print is all around; people may just not recognize it in the traditional sense.”
— BRETT DONELAN

“That we are all like Kinko’s. The realm of what we’re capable of is so much more.”
— DENISE PACKEL

“That printing is not environmentally friendly because we use trees to make paper. Paper is entirely renewable. We have more trees in the world today than we did 100 years ago.”
— WARD MEYER

LEARN ABOUT SUTTLE-STRAUS’ SUSTAINABILITY INITIATIVES
“The rise in substrates! The ability to print on so many different surfaces and thicknesses, and white ink capabilities in wide format. It’s an exciting game changer.” — KAREN WENNING

“Advancements in digital print and the need for storefront solutions like the S4 Marketing Resource Center.” — THERESA AIDE

“The extreme rise in quality that can be achieved on digital presses.” — EDDIE MASON

FIND OUT IF THE S4 MARKETING RESOURCE CENTER IS THE RIGHT SOLUTION FOR YOU
IF YOU COULD CHANGE ONE THING ABOUT THE INDUSTRY, WHAT WOULD IT BE?

“Return some focus back to conventional print.”
— DAN PELLETT

“Print requires time, attention, and craftsmanship. Give us the time we need to deliver an exceptional product.”
— KAREN WENNING

“The perception that it’s a dying industry. I think the integration with technology Suttle-Straus has accomplished in creating the S4 Marketing Resource Center demonstrates that the print industry is here to stay.”
— ERIN WILLEMSEN

READ OUR BLOG ABOUT HOW PRINT IS ALIVE AND WELL
WHAT IS ONE THING THAT SURPRISED YOU WHEN YOU FIRST STARTED IN PRINT?

“That it was much safer to operate a press than one might think. My parents were certain I was going to lose fingers in the presses.” — BRETT KEENE

“How simple mailing can sound, but how complex the rules really are.” — BILL PROCHASKA

“The size of the paper rolls and speed at which the presses could run was unbelievable.” — ELLEN SCHLEE

CHECK OUT THE SPEED OF OUR PRESSES
“The complexity of getting from customer original to final packaged piece.” — RON SWEENEY

“I’ve been doing this for 37 years and almost weekly we still say, ‘We’ve never done this before.’ ” — WARD MEYER

“Seeing all the out-of-the-box projects we do.” — THERESA AIDE
WHAT IS THE BIGGEST CHALLENGE YOU FACE IN YOUR ROLE?

“The diversity of work we do. On one hand, it keeps the work very interesting, but on the other hand, because we have such a diverse portfolio of products, there are always new challenges to overcome.”

— BRETT DONELAN

“Timing – once the proofs are approved, the projects are always hot to get out the door or into the mail.”

— JASON SIELING

“Ensuring that all communications from customers, sales, and planning are accurate before production.”

— RON SWEENEY

DISCOVER OUR RANGE OF PRODUCTS AND SERVICES
WHAT IS ONE THING YOU WISH CUSTOMERS KNEW MORE ABOUT PRINT?

“That print is much more than standing near a machine and pushing a button.”

— DOUG MAURER

“How valuable print still is — even to the millennial. Statistics prove that people still prefer to buy based on a physical piece, and as a millennial, I’d have to agree with this!”

— CHRISTINE EDGREN

“I wish customers had a better understanding of how papers have different levels of whiteness/brightness and the paper you choose will affect color. White is not white.”

— EDDIE MASON

EXPLORE SOME CREATIVE PRINT IDEAS FROM OUR DESIGN BLOG
“If you’re a designer, think of your print provider as an extension of yourself.” — Brett Donelan

“I love you.” — Brett Keene

“You can’t put a price on the impact a printed piece has over an electronic version.” — Theresa Aide

WHAT IS SOMETHING YOU WISH YOU COULD SAY TO CUSTOMERS?

MEET THE TEAM BEHIND THE WORK
WHAT IS SOMETHING CUSTOMERS COULD DO TO GET BETTER RESULTS?

“Plan ahead! Provide proper files and understand that for us to complete the project within your time frame, you will need to be fully engaged and part of the process.”

— DOUG MAURER

“We are in the business of helping people achieve their marketing vision. With that in mind, be forthcoming with information and trust us. Let us know what the goals are for your campaign so we can make recommendations on what might get you the best results.”

— KAREN WENNING

“Make sure data is clean. If the data is bad to begin with, it will not improve greatly through processing.”

— BILL PROCHASKA

CHECK OUT OUR CLIENT TOOLS FOR VALUABLE RESOURCES
WHAT IS THE MOST MEMORABLE JOB THAT’S COME THROUGH SUTTLE-STRAUS?

“The Harley-Davidson coffee table book. It won the 2010 Sappi Best of Show print award.”
— WARD MEYER, DENISE PACKEL, DAN PELLETT, DOUG MAURER, & JASON SIELING

“We produced Christmas wrapping paper back in the late 90’s. That customer had an RV parked in our parking lot for a month!”
— BRETT DONELAN

“The desk calendars we produce every month for one of our customers. With so many unique processes required to manufacture them, it amazes me every time we do the job and how efficient we’ve become. To see these products in a local Target store and know we produced them is really neat to see.”
— ELLEN SCHLEE

SEE THE AWARDS SUTTLE-STRAUS HAS RECEIVED FOR PRINT AND DESIGN
PARTICIPANTS

ELLEN SCHLEE
Hand Assembly Manager
21 years in print industry

WARD MEYER
Estimating/Job Planning Supervisor
37 years in print industry

EDDIE MASON
Art Director
27 years in print industry

BRETT KEENE
Director of Operations
20 years in print industry

ERIN WILLEMSEN
S4 Customer Support Specialist
4 years in print industry

KAREN WENNING
Sales Representative
24 years in print industry

DOUG MAUER
Distribution/Fulfillment Manager
37 years in print industry

RON SWEENEY
Customer Service Representative
35 years in print industry
PARTICIPANTS

BILL PROCHASKA
Data Processing Supervisor
16 years in print industry

THERESA AIDE
Sales Representative
24 years in print industry

DAN PELLET
Production Manager, Finishing
29 years in print industry

BRETT DONELAN
Pre-Media Manager
24 years in print industry

DENISE PACKEL
Pre-Media Support Specialist
28 years in print industry

JASON SIELING
Pressroom Manager
27 years in print industry

CHRISTINE EDGREN
Senior Graphic Designer and Social Media Specialist
17 years in print industry
ABOUT SUTTLE-STRAUS

Suttle-Straus provides comprehensive marketing solutions that incorporate creative design, mailing, fulfillment, distribution, wide format, and conventional and digital printing services. Our S4 Marketing Resource Center combines these services with cutting-edge technology that advances our clients’ marketing abilities and speed to market. Through our long-term, collaborative client partnerships, Suttle-Straus is able to continue producing quality products, exceeding expectations, and offering innovative products and services.