

## FROM THE LEADERSHIP TEAM



The environmental consciousness of our customers shape the world.

Our modern recycling attitude dates to the first earth day in 1970. Recycling bins appeared on the curbside in the 70s and the Mobius recycle logo became a sought-after modicum in the 80s. Through the dance of consumer demand and supplier response, the majority of paper now on a printer's floor contains recycled content. Today, more paper by weight is recycled than glass, aluminum and plastic combined and more paper is recycled than placed in landfills.

I have recently invested time preparing our annual Forest Stewardship Council® audit with Paul Groff, our FSC® aficionado. Each year we assemble details that trace every pound of paper upon which we print the FSC logo. It confirms the path the organic content travels from forest to paper mill to wholesaler to printer and finally to the consumer. Customer demand has even shaped the nature of our house sheets sitting on the press room floors: the majority are FSC certified.

McClung is making it easier than ever to help you make a difference in the world!

David Schroen  
Secretary Treasurer



## 7 tips for flawless jobs

Everyone wants to make sure their print jobs look their best. No typos. Color is perfect. All hairlines line up the way they should. Even if we've been doing this for years, it's always a good idea for all of us to step back and remind ourselves of some of the best practices for getting it right. Here's a quick list of tips.

- ✓ 1. Hire a proofreader.**  
Too many companies have spent hundreds of thousands of dollars on a print job only to discover once it was off the press that there was a typo in a headline or in the body text. It can happen to anyone. Even the Library of Congress had to pull its 2017 presidential inauguration poster because of a misspelled "to" instead of "too" on the front. Don't take the risk! Hire a proofreader.
- ✓ 2. Add more sets of eyes.**  
Whether it's the marketing message, the creative, or the account details, having a second set of eyes on each aspect of the project can prevent costly mistakes later. This adds time, but it creates an important safety net.
- ✓ 3. Check the specs!**  
Before submitting the job, double check to make sure the specs are correct. A slip of the pen, an errant keystroke, or a last-minute change—it all adds up to costly mistakes later.
- ✓ 4. Create mock-ups.**  
Print a mock-up so you can see how the document will look once assembled. Especially with folded documents and dimensional pieces, the layout might look good on screen, but once you create the physical mock-up, you could end up with a surprise. Perhaps the back cover ended up on the inside fold or the panels on your pop-up mailer were ordered incorrectly.
- ✓ 5. Proof after every change.**  
When you're just making a small change, it's tempting to pass on a proof. Don't! Even a single letter can change the spacing in the entire document. Even something as simple as changing an "i" to a "j" can impact the flow. Proof it every time!
- ✓ 6. Create a checklist.**  
We're all human. We all have forgetful moments. Even if you are a 20-year veteran of the job, create a checklist and use it every time.
- ✓ 7. Develop a long-term relationship with your print partner.**  
Communicate with us early and often. The more we get to know you, your projects, and your marketing goals, the easier it will be for us to make sure your projects stay on track.

Find additional preflight tips at [McClungCo.com/company/resources](http://McClungCo.com/company/resources).

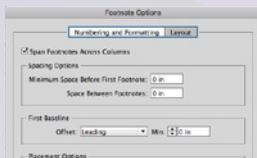
# Best new features of Adobe CC 2017

## InDesign

### New footnote capabilities.

Now footnotes can span multiple text columns in a specific frame or across the entire document. Spanning columns is now the default for documents created in CC 2017. Note that in order to span columns, the columns must be part of one text frame. Spanning can be set at the text frame level (Text Frame Options) or document level (Type > Document Footnote Options).

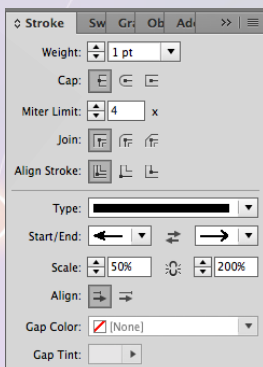
Note that if you're working on a document created in an earlier version of InDesign, you need to set the spanning manually.



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### Arrowhead sizing on strokes.

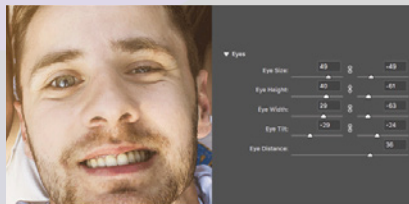
Have you ever had a line and placed an arrowhead at the end that was too big or small? Now you can scale each arrowhead independently of the line weight. You are also able to extend the arrow tip beyond the end of the path or place the arrow tip at the end of the path with the new "align" buttons.



## Photoshop

**Face-Aware Liquify.** This feature, which first came out in CC 2015.5, is now improved so you can set eyes independently or symmetrically. As in the previous version, this filter features advanced face-aware functionality that automatically identifies eyes, noses, mouths, and other facial features, making it easy for you to adjust them.

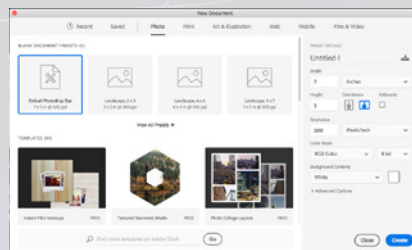
To use this filter, make sure the graphics processor is enabled in your Photoshop preferences (Preferences > Performance > Advanced Settings > Accelerate Computation).



### Templates for Adobe Stock.

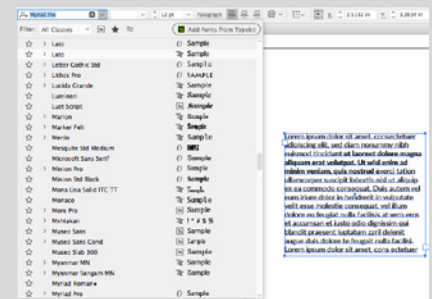
Jump-start design projects with easy access to presets as well as free Adobe Stock templates that you can access right from the menu File > New.

You can save frequently used presets and download templates, either free or paid from Adobe Stock.



## Illustrator

**Live font preview.** See a live preview by hovering over the font list with selected text, place loaded text inside a container, or fill a container with placeholder text to better visualize your designs. Easily work with type objects that have a common font family but different styles, and vice-versa.



### Filling type objects with placeholder text.

This helps you visualize the design better. By default Illustrator now automatically fills new objects created using type tools with placeholder text. The placeholder text retains the font and size applied to the previous type object.

### Import text into a path/shape.

Place text from a supported file right inside an object, such as a shape. You can place text from files in the .txt or .rtf formats, or files from word-processing applications. Create the shape and choose File > Place. After the text file is loaded in the place gun, click the path of the shape.

### This is the Title

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# Storefronts from McClung

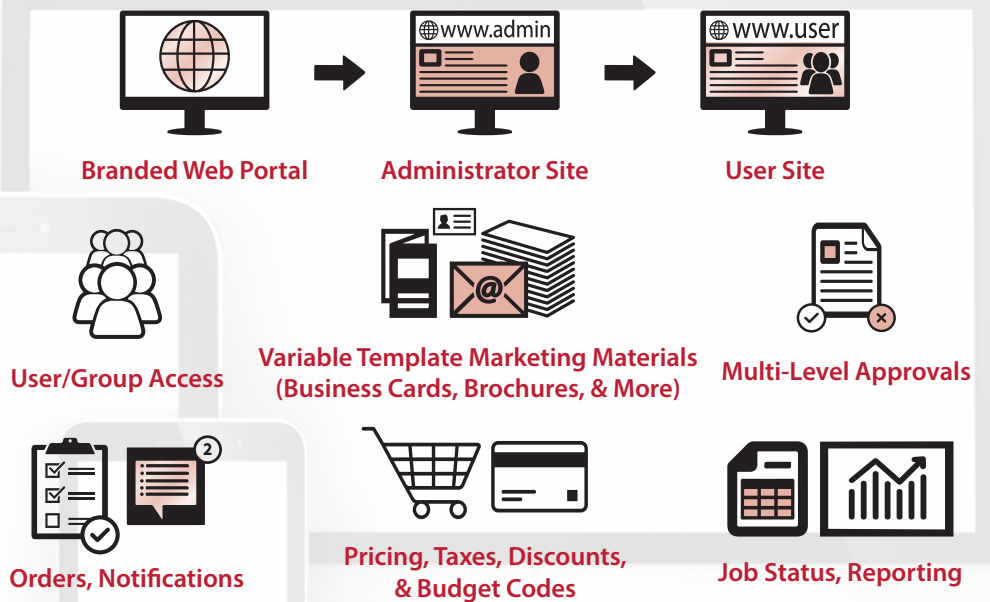
Increase workflow and brand capability with your own self-service marketing portal.

McClung's online storefronts provide companies and organizations with a more cost-effective and user-friendly solution than traditional printing. Storefronts are the most innovative and sophisticated way to reduce print cost by managing inventoried items and variable templates for print-on-demand output.

McClung has a lot of experience with storefronts, having worked with them since 2005.

## Features:

- Brand Control
- User Friendly
- Template Customization
- Digital Asset Library
- PDF Downloads
- Print-on-Demand Products
- Order Tracking & Reports
- Fulfillment Management
- 24/7 Secure Access



## Benefits

- Reduced obsolescence waste
- Manage supply chain better
- Improved productivity
- Reduce procurement costs
- Enhance customization capabilities
- Improved delivery

Call today to schedule a live demo and get a custom quote. McClung will work with you to build a store that exceeds your expectations! Contact Adam Monk at (540) 941-7718 or [adammm@mcclungco.com](mailto:adammm@mcclungco.com).

**IMMERGE — THE WEB AND DIGITAL MARKETING DIVISION OF McCLUNG COMPANIES**

## Immerge approved as Google AdWords Partner

Immerge recently completed the year-long approval process of becoming a Google AdWords Partner. They are the first company in the area to achieve this status from the company synonymous with search and online advertising.

Google only awards the Partner Badge to companies that have clearly demonstrated expertise in their advertising service, AdWords. Four of Immerge's employees, James Carter, Samuel Johnson, Raquel Sheriff, and Brittany Goldman have completed their Adwords Professional Certification exams.

To receive the company's Partner badge, Immerge managed AdWords accounts for their clients that exceeded the required performance, spend and quality levels stipulated by Google. This included



managing a minimum outlay of \$10,000 during a 90-day period, delivering solid overall AdWords revenue and growth, and growing their customer base.

"Achieving the Google Partner badge was a significant milestone in establishing Immerge's marketing service. It demonstrates our commitment to providing our clients with the best possible digital marketing services, and our investment in further developing our experienced marketing team," said James Carter, Director of Digital Marketing.

This isn't the first recognition the company has received from the search giant. In November of last year the agency was awarded the status of "Google Street View Trusted" for their work on 360 degree virtual tours that are integrated into the Google Maps and Google My Business platforms.

Immerge is a full-service web and digital marketing agency founded in 2004 and has been a part of McClung Companies in Waynesboro since 2010. Immerge offers a broad range of technology and marketing solutions that are designed to meet the individual needs of each client.

For more information contact James Carter at 540-649-6902 or [james@immergetech.com](mailto:james@immergetech.com).

## Employee awards

**Kevin Bowles**, graphic designer, won the highly coveted Edmond McCutcheon Award. The honor is presented annually to the McClung Employee of the Year to memorialize the loyalty and dedication of its namesake to the company.



Kevin Bowles

“Kevin is a great designer and interacts well with clients and fellow employees,” commented Paul Groff, Prepress Coordinator. “I appreciate his flexibility since he has cross-trained to work in the digital department as well. His caring and personable character also reflect on who Edmond was.”

Did you know  
Kevin just  
vacationed at  
Disney?



Bowles has worked nine years at McClung and lives in Waynesboro.

**Mandy Troxell**, account manager, was recently chosen Employee of the Quarter at McClung Companies.



Mandy Troxell

“Mandy has been a welcome addition to our sales team,” noted Chip Bell, VP of Sales. “She has lots of experience with one-on-one sales and is very enthusiastic about helping her customers reach their marketing initiatives. Her efforts are proudly recognized by her co-workers with this quarterly service award.”

Did you know  
Mandy likes to  
paint glass and  
wine glasses?



Troxell has worked one year at McClung and lives in Staunton.

EXPERIENCE. McCLUNG.

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- Digital and Offset Printing ▪ Digital Response Marketing
- Fulfillment and Warehousing ▪ Graphic Design ▪ Mailing Services
- Promotions and Apparel ▪ SEO/SEM/Digital Marketing ▪ Storefronts
- Web Development Services ▪ Wide Format and Signage

McGraphics Publisher: Adam Monk ▪ Editor: Paul Groff ▪ Photos: Steve Emerson



## Columbia Jacket Winner

Congratulations to Michael Harris at Brunk & Hylton Engineering for winning the Columbia Jacket in McClung's promotional products drawing the end of February!



# SPRING TRAINING

### Get found on Google Search and Maps\*

..... May 5, 10-10:40am

### Grow your business online\*

..... May 5, 11-11:45am

Photoshop..... May 19, 1-4:30pm

InDesign..... May 26, 1-4:30pm

Illustrator..... June 2, 1-4:30pm

Register today! Seats fill up quickly.

\*These classes held at Immerge in Harrisonburg.

Other classes held at McClung's Waynesboro location.



GoTo.McClungTraining.info