

# Printing NEWS

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## Tough To Beat

Karen Preston-Loeb, director of creative services at Oxygen Media, New York City, stated, "Our ad sales marketing team came to us for ideas on materials to hand out to advertising agencies' media buyers during their up-front presentations. They needed something to hold existing 10x12" folders, as well as act as a game board for a matching game during the presentation in which the six playing pieces were magnets.

"We came up with our 105/8 x13" housing unit with a pocket on the left inside flap to hold the 10x12" capacity folder. We designed the right side of the folder to be the game board during these up-front meetings. The trick was that the magnets needed to stick to the piece, so we put a sheet of metal inside and adhered our printed sheet to the game board. We also raised a frame around the game board so that the folder could close and still hold the six 3x3" magnets," Ms. Preston-Loeb explained.

"Design-wise we needed our logo large on the front cover, but wanted it to be subtle so that the colorful game board inside the piece really stood out," she added. "So we chose the solid red PMS color that is one of our corporate colors, matte laminated the piece (which also reinforced the edges for strength), and put our logo and swirls on with a spot UV."



Oxygen turned to New York City printer Amerikom to produce this intricate job. Nitsan Ben-Horin, vice president of Amerikom, said, "This was a very difficult job to put together. [It was] easy to print, but hard to finish. The unique thing about this folder is that it's a wrapped board. It's very rigid with the feel of a hardcover book."

The production of this promotional folder included die cutting, gluing, and positioning of magnets underneath the images. The end result is an eye-catching folder that is both useful and durable to the client. Amerikom was responsible for both the printing and finishing on this job. The Hudson Street firm offers printing, finishing and fulfillment, imaging, scanning, and output and proofing.

Printing a job is only half the battle sometimes—finishing it can be the difference between a good job and one that stands out from the crowd, is memorable, and maybe even wins an award. Solving a client's problem by offering hard-to-do or unusual finishing solutions can add value to your business, and theirs. PN