



Five Thousand Forms, Inc.

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www.givemefive.com

PRESORTED
STANDARD
U.S. POSTAGE
PAID
ALLENTOWN, PA
PERMIT NO. 500

**IS YOUR
WEBSITE
WORKING?**

*Find out How to Improve
it on Pages 2 & 3.*

Wanna “Wrap” With Us?

If you want to make heads turn and make an impact, wrap your vehicle — car, truck, van or bus—in colorful, bold graphics, photographs and text. The latest, and indeed the biggest, promotion ever to hit the streets ... and the parking lots.

Combine the benefits of billboard advertising with a moving vehicle and you have a promotional tool that is unmatched ... and unforgettable!



- Custom Design
- Durable and color-fast material
- Factory warranty

Give us five weeks and we'll give your vehicle a creative “tune up”.

*Check out our online promotional products store at www.givemefive.com
or contact us at 610-395-0900 for a FREE consultation.*



www.givemefive.com
610.395.0900

For over 33 years we've helped our clients achieve their printing and promotional goals. Contact us for solutions!
It will be the ONLY call you'll ever have to make.

The Gazette

Five Thousand Forms'

No. 74
Winter 2006

A quarterly newsletter to help you make decisions regarding Promotional Products • Business Forms • Commercial Printing • Direct Mail

Secure Your Info On the Job...

Identify theft is a recurring theme in the news. And for good reasons. While technology makes our life easier it also make us vulnerable to this crime—not only in our office environment but in our personal lives as well. We compiled these tips to protect your privacy, as well as your employees and customers.

First, let's examine the details that make the difference between secure mailings using window envelopes and an open invitation to fraud.

Size does matter. And shape. And placement. Especially with window envelopes, the style frequently used to mail checks.

Envelope Size

Most checks are designed to fit perfectly in #9 envelopes. So, use them over #10s so checks do not shift in transit.

Window Shape

If the window is too large, important information will be revealed such as "Pay to the order of" and charge account numbers and/or social security numbers printed on the memo line.

Number of Windows

One window or two? Depends on your usage and needs.

Window Placement

If windows are placed too high or too low, the entire mail-to address will not be visible and the item may not arrive at the proper destination. Plus, the amount of the check may be revealed before it is even opened by the correct recipient.

Security Features

While many utility companies supply payment envelopes without glassine windows, we suggest a more secure solution: window envelopes with BOTH glassine windows and security lining.



When you take the advice offered here, coupled with some common sense, you will minimize the risk of opening up a "window of opportunity" for would-be-thieves and con artists.

Consult with us on the appropriate design and style of your custom window envelopes. We have solutions for every application. Guaranteed!

...and at Home!

We recommend the following:

Edit Your Wallet

Look through your wallet. Weed out important information you do not need to carry with you—receipts, charge cards, social security card, etc.

Be Prepared

If you've ever had a wallet stolen you will know how important this tip is: Copy the front—and back—of your driver's license and credit cards.

Copy and Store

Make copies of all important documents: house deed, birth certificates, death certificates, marriage certificates, wills, insurance policies. Keep the originals in a safe deposit box and send the copies to a friend/relative.

Shred is the Word

Use a cross-cut shredder to shred bank statements, cancelled and unused checks, credit-card offers and any materials that contain your name, phone number, address and social security number. Before you recycle magazines and catalogs, tear off the mailing labels and shred them too.

People Profile Presents

FTF
TO
INSERT

Carol
Blaine



ack in June, 1977, Carol Blaine was faced with a career decision: Should she accept the position offered by Herb and Linda, or should she stay

with the job she had **just** accepted from another company. Her dilemma: "How could I NOT take the job, if I've already accepted it?" Today, she is thankful her instincts didn't fail her, and she made the right decision on her first "real job" which would last for almost 29 years... and counting!

Desirable Place to Work

Carol is emphatic when she explains, "Herb and Linda made their company a very desirable place to work. They created a nice atmosphere, while still attaining their goals. We are appreciated and acknowledged for our accomplishments." She realizes no work environment is

perfect, but **her** workplace is "pretty darn close."

"The work, at times, is stressful and fast-paced, but that's what makes the day fly by. I seldom get up in the morning wishing I didn't have to go to work. And, I enjoy the people I work with, too."

Enjoys Finding Right Solutions

When a commercial printing challenge arises, it's Carol who swoops in, like Mighty Mouse, ... "to save the day!" She gets the most satisfaction from finding just the right solutions to meet the job parameters—whether it's price, delivery or product specifications. As you can tell, inside sales is definitely for her!

Carol keeps in shape with a lot of tennis and working out at the gym. Together with her boyfriend of 15 years, they've raised her daughters—Christine, 18 and Cynthia, 23—and are looking forward to her oldest daughter's fall wedding.

Another member of her "family" is Beau, their champion horse. Carol accompanies Christine to horse shows for the Showmanship Competition. Her family is proud Beau has pinned ribbons—for first thru sixth place—in most of his classes during last year's show; and, he ended the season as Reserve Champion in three events.

Is Your Work



f you have a web site, chances are visitors aren't coming in droves as you hoped.

And, chances are once they get to your site, they don't come back. Here are items to consider so people find your site and benefit from their on-line experience.

Your Marketing Tool

Overall, stationery and marketing materials, such as ad specialties and direct mail, are the best ways to let others know you have a website. Furthermore, people are more likely to visit your site when they see it in print rather than finding your site through a search engine.

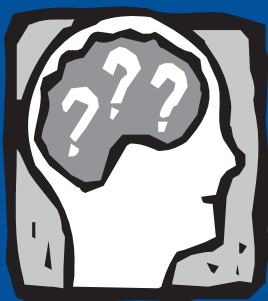
Think of a website as an extension of a traditional brochure. When changes occur, prices increase and/or services are added, it's logical to update your brochure. So, why not your web site?

Engage Your Visitor

Experts agree you have approximately 10 seconds—less time with experienced users—to capture your visitor's attention so they will stay and explore your site. According to site designer, Rosanne Rosello, Studio834.com, "All the bells and whistles available to "spice" up a website won't matter if the user can't easily access the information."

A visitor will quickly leave if:

1. Your site is difficult to navigate.
2. Your code is broken.
3. Your site doesn't work with their browser.
4. They can't quickly find what they're looking for.
5. You don't have relevant content.



Try This Brain Teaser

What characteristics do these words share: claim, create, sure, duct, file, fit, found, fuse, gram, long, motion, of, pose, test, ton, verb, vision?

For the answer, go to www.givemefive.com

Source: Parade Magazine

Website King?

Search Engines: Pros and Cons

Generally, site owners think search engines will bring them new customers and increased business. This is a misconception. ONLY about 10% of businesses can benefit from search engine traffic. It takes PAID advertising on these search sites and NOT just free listings.

Unless your business is unique, establishing and maintaining a top ranking is not simple and often requires costly programming fees. However, if you engage in national and international trade, you are more likely to benefit from high search engine rankings.

If search engine ranking is a priority, here are two tasks you can do yourself, according to Rosello:

1. Get your site listed on other relevant websites. Stay away from "link farm" services that promise to get you listed on thousands of other websites. You could end up on undesirable sites.

Did you know Google has blocked websites that participate in link farming? It's best to get links on sites relative to your business, such as trade organizations.

2. Update your content at least weekly. Put your most important key words and phrases on your home page in logical paragraphs and repeat as many times as you can (in a sensible fashion). Don't just repeat the words, you'll get penalized.

Pictures are pretty, but unless you have a gaming or entertainment site, people want information. The bottom line: Content is king.

Why take chances with your web site? Create maximum impact with a site that's easy to find, easy to use, and generates interest and sales.



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Call 610.395.0900 • Fax 610.391.8868

email: printing@givemefive.com

website: www.givemefive.com

OUR ALL-STAR LINEUP

(610) 395-0900

YEAR STARTED
HERE

MANAGEMENT - 73 Combined Years of Industry Experience

Herb Levy, CFC	hlevy@givemefive.com	1973
Linda Levy, CFC	llevy@givemefive.com	1973

CUSTOMER SERVICE - 137 Combined Years of Industry Experience

Carol Blaine, Ext. 566	cblaine@givemefive.com	1977
Rosemary Kokolus, Ext. 288	rkokolus@givemefive.com	2002
Alberta Laudenslager, Ext. 511	alaudenslager@givemefive.com	1978
Traci Miller, Ext. 555	tmiller@givemefive.com	1999
Bob Ritter, Ext. 533	britter@givemefive.com	1999
Ray Tackash, Ext. 522	rtackash@givemefive.com	2001
Amy Zonay, Ext. 126	azonay@givemefive.com	2003

SALES - 118 Combined Years of Industry Experience

Tom Dolan, Ext. 117	tdolan@givemefive.com	2005
Dave Eiskowitz, Ext. 122	deiskowitz@givemefive.com	2000
Kim Hartung, Ext. 129	khartung@givemefive.com	1995
Bob King, Ext. 133	bking@givemefive.com	1994
Herb Levy, CFC	hlevy@givemefive.com	1973

DESIGN - 36 Combined Years of Industry Experience

Jess Keller, Ext. 599	jkeller@givemefive.com	1997
Tim Davies, Ext. 591	tdavies@givemefive.com	2005

ACCOUNTING - 44 Combined Years of Industry Experience

Heather Browning, Ext. 255	hbrowning@givemefive.com	1989
Ann Hackl, Ext. 233	ahackl@givemefive.com	1978

MISSION STATEMENT

Five Thousand Forms emphasizes value when recommending solutions that incorporate intelligent, cost-effective and practical ideas to satisfy customers' needs.

Employing a full range of printing and imaging technologies, we work closely with clients to create advantages and strategies that encourage and enable specific business goals.

Did you Know?

First, we serviced local clients, then national accounts, and now we are international providers. Thanks to our top-notch customer service staff—and their combined 137 years of experience—we have expanded our client base to 16 states and Canada.



continued from back page following

Wanna “Wrap” With Us?

Gift Cards

First, we had paper gift certificates which would get dog-eared or misplaced. Now, we have plastic gift cards that are durable and convenient.

Technology and theft continue to drive the trends. According to an industry expert, "unlike paper gift certificates, gift cards are extremely difficult to counterfeit and can be merchandised at the point of sale because they have no value until activated."

Perfect for retail stores, movie theaters, delis, spas, salons, sporting good stores, mechanics, restaurants. You name it!