



SPARK QUARTERLY

A NEWSLETTER FROM VARISPARK



CELEBRATING A GREAT YEAR IN 2021

DESPITE ALL THE CHALLENGES THROWN AT US IN 2021, IT PROVED TO BE A RECORD YEAR FOR VARISPARK

We are so thankful for our great customers and our employees for making it possible for us to continue to grow. Here is a quick summary of what was accomplished in 2021:

- We printed and mailed in excess of 105MM pieces of mail.
- We invested over \$1MM in equipment and software back into the business.
- We purchased and installed the new Canon iX-series inkjet digital press (scroll down for more on that!), as well as a new Harris & Bruno UV coater, which has greatly expanded our capacity to grow our print and mail business.
- Despite the labor challenges in the market, we increased our staff size by hiring 10 new employees.
- We experienced our tenth straight year of growth with an average 18% annualized revenue growth rate (despite the downturn in 2020 due to COVID shutdowns).

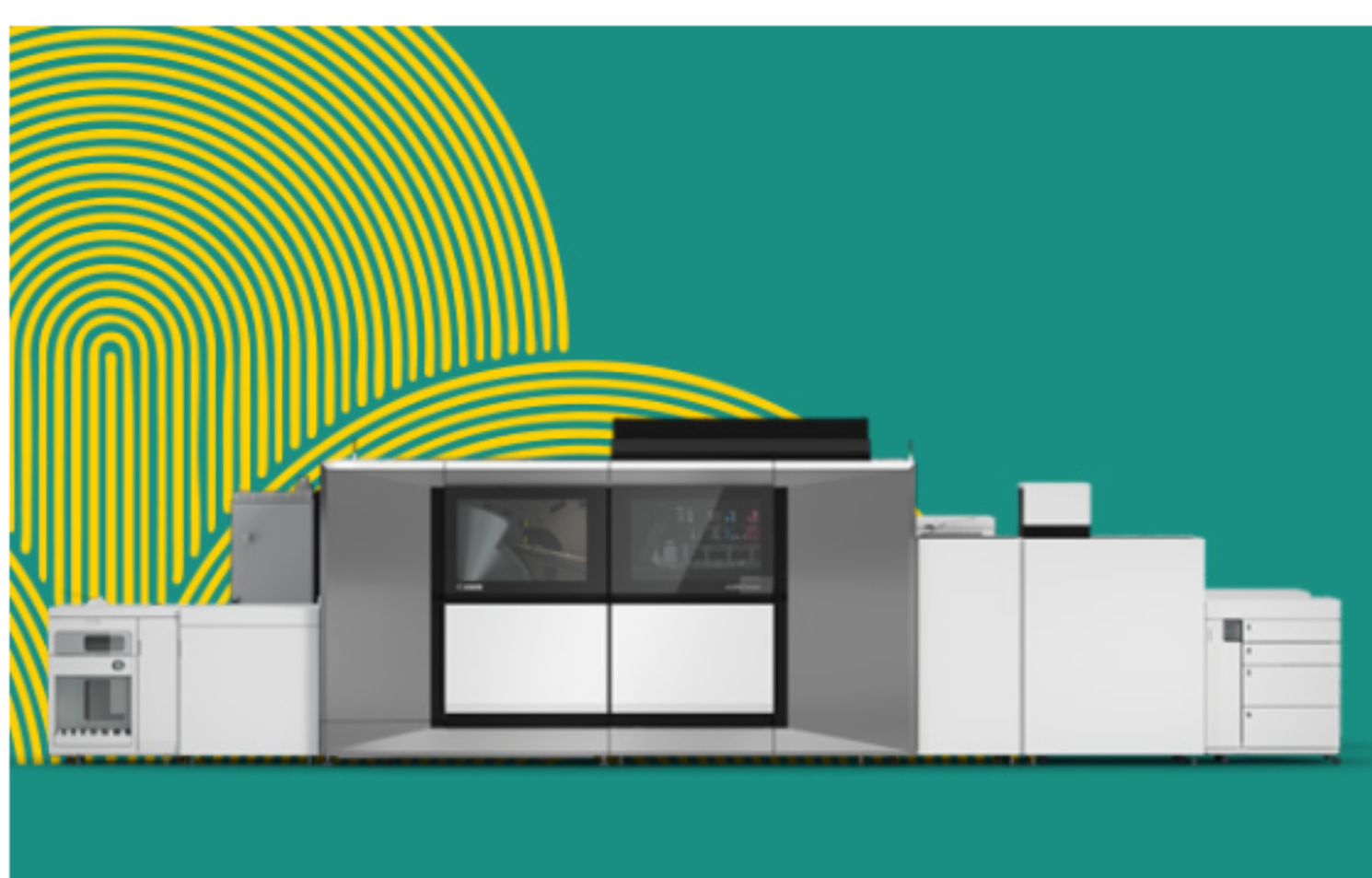
We are excited to see what the remainder of 2022 brings! We see a lot of opportunity in the printing space as people deal with digital fatigue and begin to prefer physical marketing materials again (including [collateral](#), [direct mail](#), and [promotional products](#), just to name a few).

SPEAKING OF 2022: STATE OF THE PRINT INDUSTRY

According to the recent [State of the Industry report from PRINTING United Alliance](#), material and labor shortages are expected to continue through the remainder of 2022. The companies who fare the best will be those who prepared for the post-pandemic world. Of course, this doesn't just apply to the print industry...

ARE YOU TAKING ADVANTAGE OF ALL THE LATEST TECHNOLOGY TO MANAGE YOUR MARKETING EXECUTION?

One of the ways we help our customers navigate supply chain issues and other disruptions is by making their marketing operations as seamless as possible. Whether that's by making the power of personalization easier to achieve, offering on-demand campaign ordering, or streamlining their marketing collateral management, [these marketing technologies might save you time](#).



SAY HELLO TO THE varioPRINT iX-SERIES

We have recently installed the brand new [Canon varioPRINT iX-series](#) digital inkjet press. What does that mean for you? This press will allow us to:

- Shorten our turnaround times
- Print smaller runs more cost-effectively
- Complete jobs with multiple media more efficiently
- Offer a wider range of paper choices

And all with stunning image quality and advanced print personalization. Need to order your next print job? [We're ready](#).

WELCOME TO THE VARISPARK TEAM

Mark Shorman

[Director of Client Partnerships](#)



Mark Shorman brings over 30 years of experience in print and marketing to Varispark. He combines a technical background in engineering with a business understanding and an MBA. Mark has consulted in information management and strategic planning and has also managed a digital print shop doing small format, variable data, and large format printing. He recognized the value of automating the sales process by incorporating websites into a company's internal operations and started his own marketing company to do that. He has partnered with a variety of businesses and values mutually beneficial arrangements.

On the personal side, Mark has been married for 34 years and has four adult kids and a recent son-in-law! He enjoys work, sailing, travel, golf, woodworking, and being involved in his church.

WE'D LIKE TO SEND YOU A SPECIAL GIFT

We're planning to send you something special in the mail. Before we do, will you take a moment to [confirm your address](#)? Then watch the mail for a surprise!

MAKE SURE WE HAVE THE RIGHT ADDRESS



We'd love to hear from you. Reply to this email with your questions and comments or [contact us](#).