



## YES, PRINTING YOUR MARKETING COLLATERAL IS STILL AN EFFECTIVE WAY TO COMMUNICATE WITH CUSTOMERS

We know the benefits of pivoting to digital marketing channels. The digital space is where customers are spending a majority of their time, and it's quick and easy to repurpose digital content for use across a variety of platforms.

But the tricky part about embracing the full-scale shift to digital is how quickly this method of reaching customers has become overcrowded. Marketers are now finding themselves struggling with decreasing email open rates, click-through rates, and an overall decline in email health as consumers are feeling overwhelmed by the digital deluge.

[Printing your marketing collateral](#) can not only help you reach a highly targeted audience, but it can also go a long way to ensure customers engage in a more meaningful way with your messaging — and actually result in the desired action.

Whether it's highly targeted [direct mail campaigns](#) or personalized brochures, print offers marketers a powerful antidote to digital burnout, provided they understand how to get the most out of their print marketing collateral and the best practices for using to print to make meaningful connections with customers.

[LEARN WHY YOU SHOULD PRINT YOUR MARKETING COLLATERAL](#)



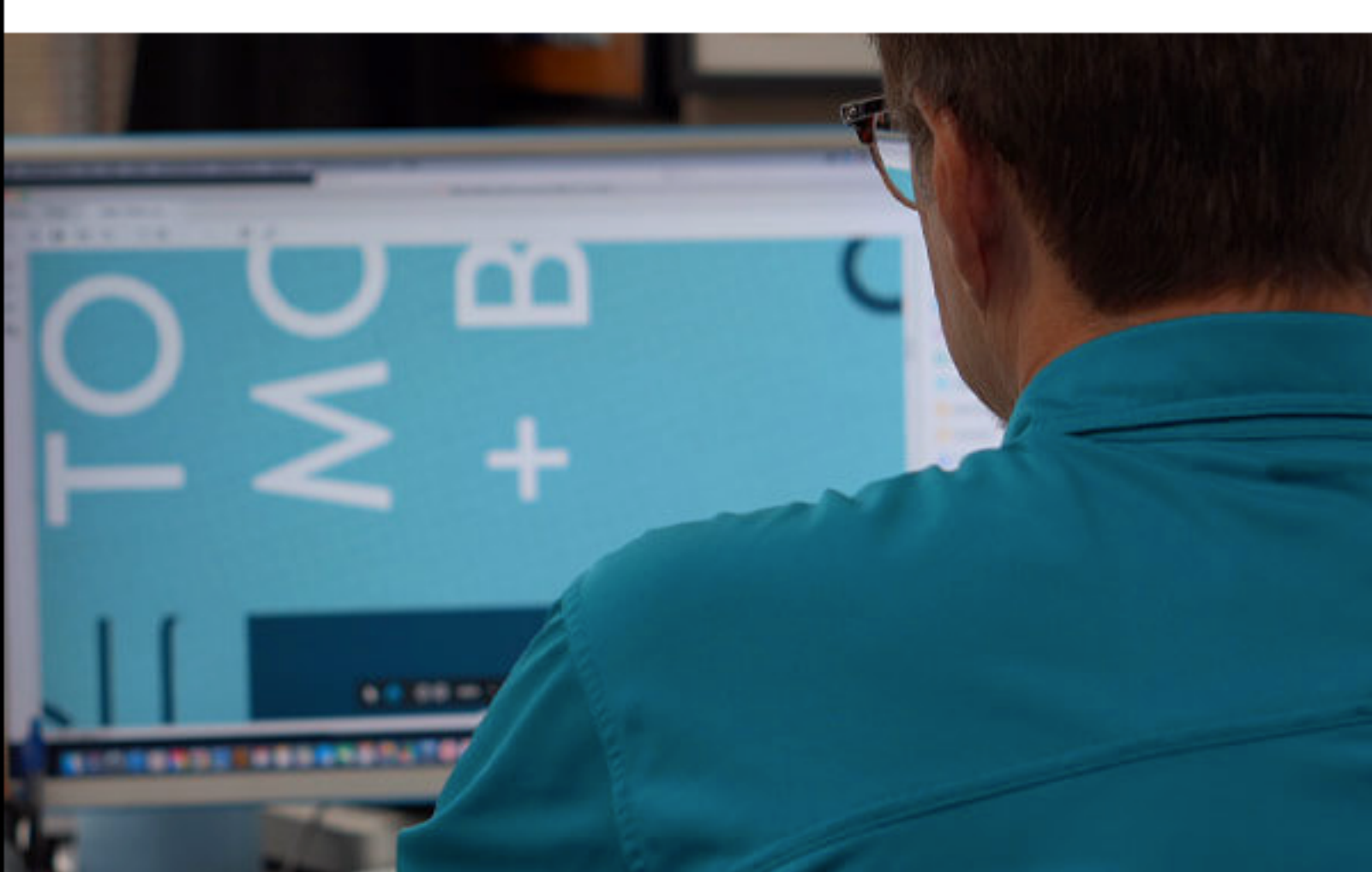
## STILL NOT CONVINCED THAT PRINT MARKETING IS RIGHT FOR YOUR BUSINESS? EXPERIENCE THE TRUE POWER OF PRINT FOR YOURSELF...

[Varispark's print application sample kit](#) demonstrates how superior quality print has the ability to reach highly targeted audiences and create meaningful connections with customers in a way that helps grow your business.

This application sample kit features personalized direct mail, including postcards; high-quality marketing and sales collateral featuring a wide-ranging, vibrant color gamut; and a variety of form factors, finishes, and media.

Plus, you'll find information about Varispark's business solutions, including the options to create a custom on-demand marketing storefront that streamlines your marketing operations and keeps your whole team on brand.

[LEARN MORE ABOUT OUR APPLICATION SAMPLE KIT](#)



## VARISPARK CORE VALUES: RESPECT

This year, we're using our newsletter to highlight Varispark's core values. Each quarter we'll look at one core value, its place in our mission, and how we strive to exemplify that value each and every day. This quarter we want to talk about RESPECT: What respect means to us, how we strive to demonstrate respect for our customers and their needs, and how the people who make Varispark go exemplify respect every step of the way.

At Varispark, respect really boils down to the Golden Rule — we treat others how we want to be treated. When it comes to our customers, this means respecting their views and goals as those are the pillars of the relationships we build with them. And when it comes to our employees, this means respecting their experiences and providing a workplace where they feel seen, heard, and rewarded for their contributions to our team.

But there's another level to how we conceive of respect, and it goes beyond the relationships with our customers or employees. It's the belief that *everyone* — regardless of their role, education, or background — is entitled to respect, and that we demonstrate this level through our actions every day.

Respect is a foundational element of every individual at Varispark — and that means it's at the heart of who we are and what we do. The importance we place on respect drives each project we undertake, every relationship we build, and the success we experience.

### MEET THE PEOPLE OF VARISPARK

**Daryl Cushenbery**  
Senior Prepress Technician, Graphic Designer, and VDP Specialist



Daryl Cushenbery might best be described as Varispark's Jack-of-all-trades. With decades of experience in design and advertising, Daryl joined our team 16 years ago in prepress, and he's since been a major player in onboarding and helping to execute multiple prepress and VDP programs and solutions. Plus, he's also been instrumental in mentoring and training Varispark team members in a variety of capacities, and he's done so with the utmost respect for everyone he's involved.

Daryl's passion, enthusiasm, and collaborative spirit for what we do and who we work with make him such a valued member of our team, and we couldn't be more grateful for the work he does and the respect for all he brings to Varispark every day.

Married for 46 years this summer, Daryl and his wife have a daughter and a son, Morgandy and Pierce, and three grandchildren with a fourth on the way later this year. As you might imagine, Daryl enjoys spending time with his family, but he's also a movie buff and spends his free time traveling and trying (and enjoying) new foods.

From everyone here at Varispark, we want to thank Daryl for his continued hard work and commitment, and we couldn't be more thrilled that he calls Varispark his professional home.

