



Issue 29 | March 2021

# EAGLE *Flyer*



FINE COMMERCIAL PRINTING

*Since 1919*

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## Printed Catalogs - A *Gift* to Marketers

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Those of us who fall into a certain age group all remember that one piece of print that officially ushered in the holiday season – the Holiday Gift Catalog. Whether it came from JCPenney, Sears or Toys R Us, I can still remember the experience clearly – opening it for the first time, pen in hand, working my way from front to back (and back to front again). I looked at that dog-eared catalog multiple times during the holiday season, as if new items would appear each time I flipped through the pages. A few months ago, I was reminded that the paper catalog is alive and well when I received Amazon's Holiday Wish Book.

Amazon took advantage of a "traditional" marketing tactic to create a tactile experience for their shoppers. Filled with lots of fun stuff for kids and adults alike (including stickers, coloring pages and a checklist), this year's catalog really did deliver on its promise of joy.

### **Print Helps Inspire**

Printed catalogs are a better way to fuel consumer purchasing, rather than relying on a website alone. According to a study by the Paper + Packaging Board, 68% of consumers agree that printed catalogs inspire more ideas than browsing an e-commerce site. We may still purchase from an online store, but the printed catalog

(filled with exciting lifestyle shots, showing products in use) helps us connect to what is being sold – so we can see how it will fit into our lives.

### **Print Creates Response**

In a multi-channel world, printed catalogs provide consumers with an inexpensive shopping experience that cannot be replicated by an online store. A single catalog costs very little to produce – but pays for itself many times over. Printed catalogs continue to be the main driver to shopper traffic on the internet. In fact, 70% or more of all sales are the direct result of mailing a catalog and the average order is 20% more than an online purchase alone.

### **Print Has Lasting Power**

Unlike emails that are easily deleted (or automatically drafted into the trash folder), printed catalogs have a longer life on the coffee table or kitchen counter, which means your brand will stick around. According to the USPS, the average amount of time that a person keeps a catalog is 20.3 days. It also has the ability to keep the attention of consumers, with the average person spending 15.5 minutes looking at a catalog.

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Contact Eagle Printery for more information on your next  
**Catalog Project!**

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## **Design | Layout | Print | Finishing**

*We are a full service Commercial Printing establishment.*



# Promo Extended!

Shop Online | Expires April 1, 2021

# 25% OFF

## Rack Cards

4"x9"

Full Color, 2 Sides

120# Gloss Cover

Shrink Wrap Conveniently

Quantity - 500

~~\$128.00 in-Store Price~~

**Online Price**

**\$96.00**

*After Discount*



## Flyers

8.5"x11"

Full Color, 1 Side

80# Gloss Text

Shrink Wrap Conveniently

Quantity - 500

~~\$131.00 in-Store Price~~

**Online Price**

**\$98.25**

*After Discount*



## Postcards

6"x9"

Full Color, 2 Sides

100# Gloss Cover

Shrink Wrap Conveniently

Quantity - 500

~~\$146.00 in-Store Price~~

**Online Price**

**\$109.25**

*After Discount*



*25% Discount applies to all quantities up to and including 5,000 pieces!*

## Who Is St. Patrick and Why Do We Celebrate St. Patrick's Day?

Every March 17th, thousands of people don their greenest garb, march in Irish pride parades, eat green clover-shaped cookies, and quaff frosty mugs of green beer in celebration of the Catholic Saint, St. Patrick's Day. But do you really know who St. Patrick was and why he is celebrated?

Patrick was born in AD 387 just south of Hadrian's Wall in Britain, which was part of the Roman Empire (that's right — he wasn't Irish!). He was captured by Irish pagans in his early teens and taken to Ireland, where he was enslaved for six years. During that time, he grew to like the spirit of the Irish. When he escaped and returned to his family, he vowed to one day return to Ireland.

He studied at monasteries on the continent and was eventually ordained a priest and then a bishop. Pope Celestine I commissioned Patrick to be an apostle to Ireland.

Patrick initially encountered many hardships among the pagans, particularly the druids. They weren't willing to give up their power over the old religion and feared Patrick and Christianity. Although the ruling monarch, King Laoghaire, didn't convert to Christianity, many of his family members did, and little by little, the old religion began to fade. Patrick traveled from town to town, tearing down idols and temples and establishing the Catholic Church. By AD 444, the primatial see and first cathedral of Ireland were built in Armagh.

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He baptized, confirmed, and ordained priests, and he erected schools and monasteries. Thousands came into the Church under his direction. He accomplished all these activities in less than 30 years, during which time the whole island nation of Ireland was converted. Toward the end of his life, he wrote Confessions, in which he gives a record of his life and mission. He died on March 17, 461, of natural causes. He is buried in Downpatrick in present-day Northern Ireland.

## Does Spelling Still Matter?

Family members wishing to tease their spelling-challenged brethren can always bank on finding a magnet or other trinket with the tongue-in-cheek phrase, "Bad spellers untie!"

And while it's all in good fun, spelling (and grammar) can nevertheless be serious business. In fact, they still matter in business today -- even in social media, where everyone presents themselves using words.

Good spelling and grammar boost your credibility, ensure your resume or proposal don't head straight to the slush pile, and they help you communicate more clearly. LinkedIn reports that research has shown many customers would

hesitate to make a purchase from a website with obvious spelling and grammar errors. In fact, grammar errors are a good indication of harmful emails with viruses.

Spell checkers can catch the big errors, at least if we can get close to the spelling. But they can't know what you want to say, especially if they involve words that sound alike but are spelled differently.

Best advice: Spend a little time brushing up on grammar and spelling if you are unsure of certain words.

## Get These Words Right. The Spell Checker Won't Catch Them.

**To** - Meaning toward. To your house. Also means until. To the end. Until the end. (Preposition)

**Too** - Means also. I am going too. I am going also. Can mean excessive. He had too many cookies. That joke is too funny.

**Two** - A number. One, two, three.

**Than** - Used for comparisons. I like apples better than oranges.

**Then** - Used for time. I went to a movie then to dinner. I was at the movie then.

**Its** - This word is possessive. The cat licked its paws. Normally you would write: The cat's paws are wet. This indicates the paws belong to the cat.

**It's** - A combination of two words: it and is. It is nice out. It's nice out.

**Their** - (possessive pronoun) - It implies ownership: Their cat, their house.

**There** - (adverb) - The opposite of here: Somewhere else Over there.

**They're** - A combination of the words They and Are. They're nice. They are nice. (A contraction)

**Your** - Implies ownership: Your dog. (Possessive pronoun).

**You're** - A combination of You and Are. You're pretty. You are pretty.

## St. Patrick's Day

S	M	P	H	O	U	O	M	H	U	A	H	J	G	O
N	N	M	T	T	K	Y	G	A	D	V	U	Q	P	M
V	N	I	Y	R	N	Z	P	N	G	R	L	S	I	N
W	K	A	O	M	P	E	D	O	I	I	S	Z	N	E
T	T	N	J	C	M	I	E	A	A	R	C	B	C	N
B	S	F	Z	H	Z	I	D	T	N	Y	P	X	H	T
F	W	F	A	H	S	I	W	Z	N	C	A	S	S	G
F	O	L	K	L	O	R	E	C	E	E	I	S	E	E
W	Z	G	G	D	Y	T	R	A	P	I	V	N	T	F
U	O	M	Z	D	H	J	E	K	I	Y	S	E	G	M
L	D	Z	O	R	V	E	A	N	X	B	H	M	S	M
R	Z	O	O	J	K	J	E	B	O	G	C	T	W	M
A	F	W	H	D	D	C	Q	G	Z	T	Y	O	N	D
K	B	Z	K	M	X	W	H	S	U	J	S	V	X	A
T	P	O	T	V	U	A	Q	U	K	X	B	S	X	S

COINS  
MAGIC  
SEVENTEENTH  
DANCING  
PARTY  
SPRING

FOLKLORE  
PINCH  
STONE  
FOOD  
POT  
WISH

Your is Your.  
You're is  
YOU ARE.





## Time For Those Lovely Daffodils!

It might get too cold in Washington D.C. for the cherry blossoms.

But as March moves into April, expect the lovely and hardy daffodil to appear brightly yellow (or white), peaking its trumpet head through the snow or cold, ringing in spring.

Those dependable spring blooms all have a history. Someone planted them to perk up a corner in the garden or trim a fence. And they grow, whether that home or garden or that person is there or not. In fact, they can grow undisturbed for decades, even centuries in the same plot, according to The Washington Post.

Their secret hardiness comes from a thick skin that shelters the inside of the bulb, where the leaf and flower are developing in late winter. The bulb itself keeps growing year after year, continuously absorbing nutrients all year round.

It is a flower known for thousands of years. First mention of them comes from a Greek botanist around 300 BC. They were brought to Britain by the Romans and grew freely in northern Europe.

Plant daffodil bulbs in the fall (especially October), three times deeper than the size of the bulb. Separate bulbs in the spring, but let their yellowing stems remain to support the bulb.

## Giant Games Make Spring, Summer Fun for All

Pull up your lawn chair everyone.

Here are some good outdoor games that are fun for kids and adults and make those spring and summer gatherings a lot of fun. Most are easy to set up and don't take a lot of room, either.

**Putting games.** Putter Pong is one name for these backyard putting games. It's just what you might expect. It comes complete with a putter. You putt on a mat trying to get the ball in to the right hole.

**Tossing games.** The teenagers will be impressed with a tossing game called Giant Yard Pong. You don't have to be a major league pitcher to toss a ball into these big imitations of Solo cups.

**Thinking games.** Giant versions of the stacking game Jenga spark a lot of tension as players pull out blocks and stack them on the top of the tower. No one wants to collapse it. Also a giant Connect Four game makes a game for just two or two teams while you soak up the outdoor breezes.

**Ancient game:** They say the vikings played Kubb (pronounced Koob) but you don't have to be an ancient invader to play it today. Folks toss a light-weight dowel at blocks on the yard. The winner is the one who knocks down the king.