

4over

VOLUME II

# THE PRINT PRESS

PRINT. INNOVATE. SUCCEED.

SPRING / SUMMER ISSUE







# Your Trusted Source for Print Fulfillment Since 2001

4over is dedicated to meeting the specific needs of our customers with a wide range of specialized printing services.



## WE PROVIDE OUR CUSTOMERS WITH:



An extensive product range, including the widest variety of stocks, selections, and finishes



A reliable nationwide presence with eight locations for fast order fulfillment and international shipping



A trade-only commitment that ensures our product information, marketing materials, and resources are only available to qualifying print resellers



A trusted partner that is proud to be a reliable source to 60,000+ print resellers



## GRILL LIKE A PRO WITH 4OVER

Fire up the grill and savor the fresh, tangy flavors of this marinade on any protein at your next backyard gathering!



## CITRUS TEQUILA MARINADE

### INGREDIENTS

- + ½ cup orange juice
- + ¼ cup each of lemon and lime juice
- + 1 tbsp each of orange, lemon, and lime zest
- + ¼ cup green onion, thinly sliced
- + 1 tbsp shallot, minced
- + 4 cloves garlic, minced
- + ¼ cup cilantro, roughly minced
- + 2-3 tsp tequila
- + 2 tbsp low-sodium soy sauce
- + 1 tsp Dijon mustard
- + 2 tbsp olive oil
- + 1 ½ tsp salt
- + ½ tsp ground black pepper

### DIRECTIONS

1. In a large mixing bowl, whisk together all ingredients.
2. Add 1lb of chicken (or protein of choice) and coat evenly.
3. Cover and refrigerate for 60 minutes, up to 4 hours.
4. Grill until protein is fully cooked and enjoy.

Source: Adapted from Aberdeen's Kitchen

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## GREETINGS FROM OUR CEO



Dear Valued Customer,

As we step into spring and summer, it's the perfect time to remind your customers why print is thriving in today's digital world. In an age of endless scrolling, print stands out—it re-establishes human connection, adds a personal touch, and delivers results businesses can't ignore. Did you know direct mail campaigns boast a 90% open rate compared to 20-30% for email? **That's the power of print!**

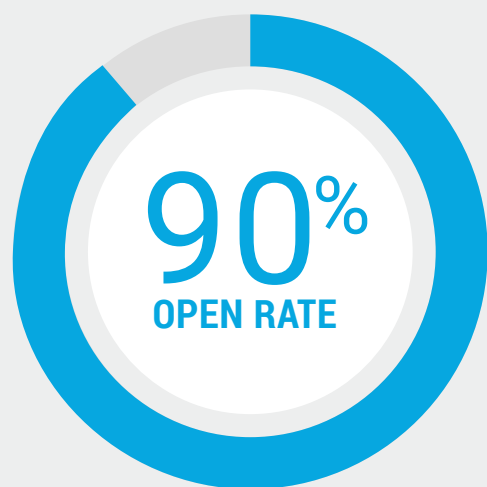
This season, help your customers reconnect, whether it's through personalized print packages, customized gifts, or standout marketing tools. From celebrating Earth Day and graduations to preparing for summer sales and everything in between, this issue features unique tips, must-have sales tools, and exclusive offers to help you grow your business and inspire your customers to rely on print like never before.

*Let's make print personal again—one connection at a time.*

Warm regards,

Chris Lang  
Chief Executive Officer, 4over

### DID YOU KNOW?



Direct mail campaigns boast a 90% open rate compared to 20-30% for email.





# 4over Marketing Made Easy— All Year Long!

Fresh ideas, expert tips,  
and exclusive deals—  
month after month



Stay ahead in 2025 with our print  
pro-approved calendar packed with:

- + Creative marketing ideas
- + Sales-boosting tips
- + Free, ready-to-use resources
- + Exclusive discounts
- + Everything you need to keep your business growing

4over.com | Connect With Us!



Download  
Calendar



## From Blooms to Print:

Grow Your Sales With Farmers Markets



Farmers markets are booming! According to the 2024 [USDA Farmers Market Directory](#), there are now over 8,600 registered farmers markets across the US—and this number keeps growing. More markets mean more opportunities to boost your sales, connect with the community, and help vendors stand out with print essentials.

So, how can you tap into this unique niche and position your business as the go-to printer? We've compiled a list of

top strategies to help you get started on your way to winning more clients and capturing market share in the growing world of farmers markets.





**Know Your Audience and Build Relationships.** First things first, it's important to identify your target market. Take time to research who you'll be working with and focus on building meaningful relationships. Your key connections include:

- **Farmers market organizers** who bring the community together. Visit the [USDA Farmers Market Directory](#) to find a market near you.
- **Vendors and farmers** eager to showcase their produce and products.
- **Chambers of Commerce and Town Halls** that can connect you with market leaders. To find your local chamber of commerce, you can use the [U.S. Chamber of Commerce Directory](#) to search for chambers in your area.
- **Local agricultural associations** that support local farming.



**Build a Farmers Market Portfolio.** To bring in new customers, you need to show them what your business is capable of! Put together a portfolio that showcases your past farmers market print projects. Include examples of stand-out signage, eye-catching flyers, branded business cards, custom labels, and packaging. Share positive stories from vendors who have used your print materials and emphasize how your high-quality services contributed to their success. A strong portfolio builds credibility and makes it easier for potential clients to see the value in working with you.

**Offer a Comprehensive Range of Services.** Farmers markets are bustling with vendors vying for attention. Help them stand out by offering a full suite of print solutions—from business cards and flyers to coroplast signs and banners. The best part? By outsourcing to 4over, you can provide it all without the expense or hassle of in-house production.



**Become a Trusted Name.** An easy way to grow your business is to become a fixture at farmers markets. Set up your own booth! Showcase your print products, engage with vendors, and connect with community members and market organizers. Offer stickers, branded labels, or small signage samples to get your work into their hands.

**Highlight Eco-Friendly Print Solutions.** Help vendors “go green” with sustainable print solutions! From reusable tote bags to eco-friendly stocks—like brown kraft and natural that contain 30% recycled materials—4over has the products to match their values. Offer these options and show your commitment to sustainability while helping them do the same.

**Leverage Digital Marketing.** Make it easy for vendors to find and order their farmers market print must-haves with a dedicated landing page on your website. Showcase print products (event tents, signs, banners, flyers, and more), specifically geared toward farmers markets

making it easy for vendors to explore your products and place orders. Boost your visibility on social media by sharing tips on signage, booth branding, and more.

As farmers markets and vendors gear up for a busy season, now's your chance to connect and showcase your print expertise.

**Ready to see your sales grow this season? Let a 4over expert help you today.** Reach out and schedule a consultation and discover how our expertise can transform your marketing strategies into printing success.



**Get  
Started**



# Shape Your Message: Custom Contour Cutouts From 4over



## Add a new dimension to your print offerings

Give your customers the customization they crave with contour-cut coroplast signs in fun, eye-catching shapes—like veggies at farmers markets, helmets at sporting events, stars for holidays, and more.



### WHY OFFER CONTOUR CUTTING?

- + **A Competitive Edge:** Most printers don't offer this option, but as a 4over print partner, you can.
- + **Standout Designs:** Custom shapes grab attention and make an impact.
- + **Next-Day Turnaround:** Meet your customers' needs fast, even for intricate designs.

**Ordering is easy!** Visit the coroplast signs product page on 4over.com, select "contour cutting" under "finishing options," and upload your cut file.



Start  
Your  
Order





## Big Savings, Every Quarter!

4over is your partner in print—and in savings. Get exclusive discount offers on seasonal top-sellers every quarter.





# GOOD TIMES GREAT PRINT

## TURN CELEBRATIONS INTO SALES

Every event is an opportunity to sell more print.

Did you know

**113**  
MILLION

Mother's Day  
greeting cards  
were sold last  
year in the US?



Mother's Day | May 11



Memorial Day

May 26



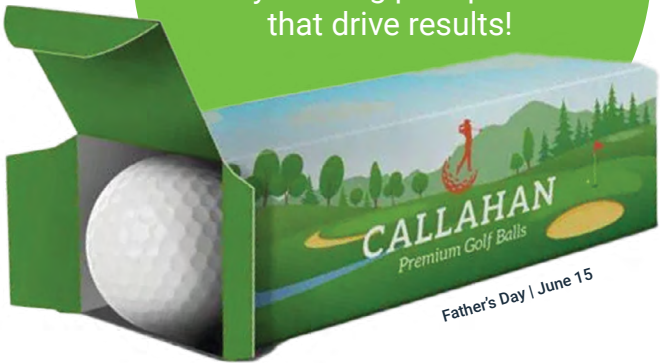
### GRADUATIONS

Stand out in the stands. Cheer from anywhere with fan cutouts.

Welcome  
Baby



A whopping  
**18.8 million**  
American men play golf. Tee off by offering print products that drive results!



Father's Day | June 15

NEW  
HOME  
SALES



Sun, wind, or rain!

Save 20% on  
event tents from  
July to September.



A TREND WORTH SAYING 'I DO' TO!

Zola reports sales of green-hued wedding invites rose **81%** last year and are set to thrive in 2025.



Bristol, RI boasts the oldest  
July 4<sup>th</sup> parade, dating back to 1785.  
We wonder what signage they  
carried back then.



Labor Day

September 1

Summer  
Camps



Get ahead for the next school year.  
Save 20% on catalogs from October  
to December!







# 4over's New Sales Kits Are Here!

Unlock your business growth potential with the must-have **Ultimate Sales Kit** that features samples of ultimate paper, large format, and packaging books, plus an Akuat foil color chart. The **Premium Business Card Kit** boasts 32 unique combinations of styles, stocks, and finishes.



**Blockout Posters**—blockout center and semi-gloss surface keep light out, ensuring 100% opacity.





# Large Format

Capture more sales with eye-catching outdoor signage.



1.



2.



3.



Order Now

**1. Event Tents**  
Durable and designed to stand out at any event.

**2. Flags**  
Crafted from 3oz polyester for bold colors and high visibility.

**3. Sidewalk Signs**  
Bright, striking, and built to last for all-weather use.

# Marketing Essentials

Turn up the heat on your sales this season.



1.



2.



3.

**1. Tri-Fold Brochures**  
Affordable, effective, and easy-to-share takeaways.

**2. Announcement Cards**  
Printed on premium stocks and offered in a range of sizes and finishes.

**3. Booklets**  
Versatile and available in a variety of sizes, stocks, and page counts.

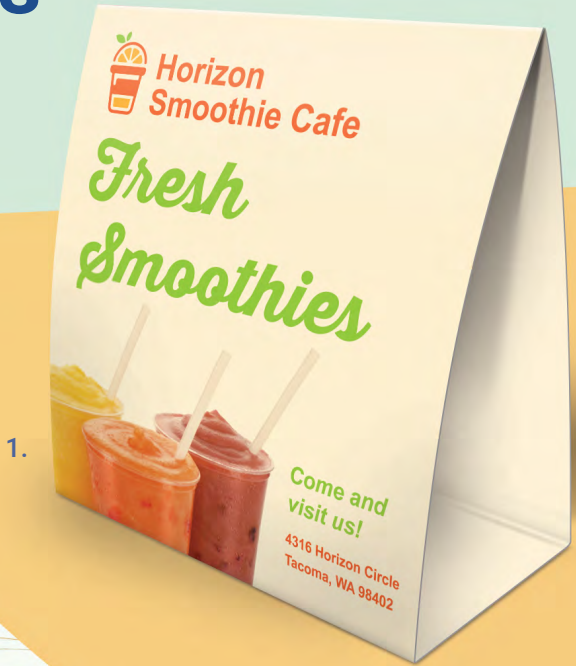


Order Now



# Premium Products

Scale your success by offering finishes that shine.



1.



2.



3.

- 1. Natural**  
Stylish light cream color stock features a smooth finish and 30% recycled fibers.
- 2. Silk**  
Exquisite stock is soft to the touch with a matte appearance.
- 3. Dual-Raised**  
Dual-metallic embellishments add a stunning visual effect.

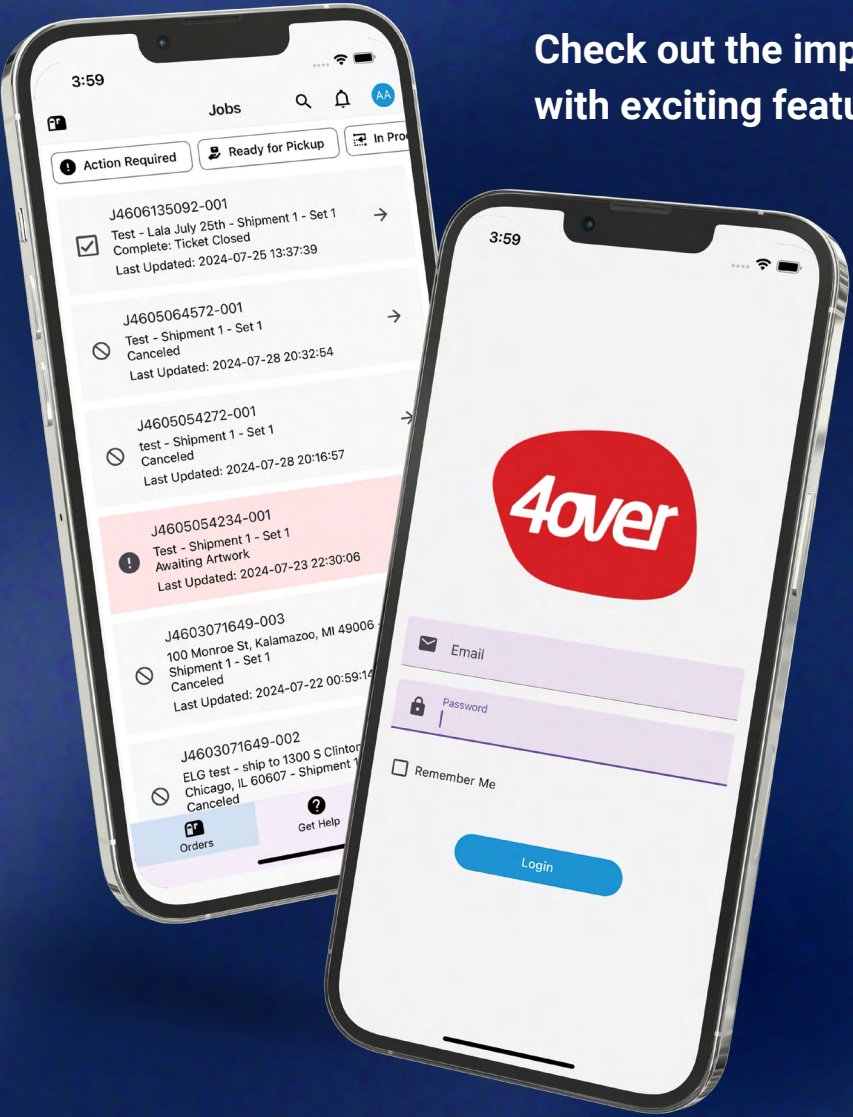


Order  
Now

# 4over

## Experience 4over's Updated Mobile App—Now Available!

Use your 4over account to log in



Check out the improved mobile app packed with exciting features and benefits:

- + Easy order tracking, status updates, and order pickup
- + Customer service callback request
- + Quality issue reporting with order (including photo)
- + Order cancellation
- + QR code for order pickup
- + And more



You can find it in the Apple App Store and the Google Play Store.





# Packaging

Seal the deal with packaging that stands out.



- 1. Header Cards**  
Enhance branding while securely sealing poly bags.
- 2. Hang Tags**  
Versatile sizes and stocks to complement any product.
- 3. Boxes**  
Available in a wide range of unique shapes and sizes.



Order  
Now

# Direct Mail Services

Deliver more this season with high-impact direct mail options.

- 1. Every Door Direct Mail (EDDM) Full Service Half-Fold**  
Select routes and 4over handles the rest—production, processing, bundling, and delivery to USPS.
- 2. High-Volume EDDM**  
Print-only or full-service options available in quantities up to 40K on postcards, flyers, and sell sheets. No mailing list required.



Order  
Now



# Promotional Products

Spring into action and drive more sales with top-selling promo.



- 1. Kan-Tastic Koozies**  
Offered in a wide selection of eye-catching colors.
- 2. Water Bottles**  
From BPA free plastic to durable stainless steel, the possibilities are endless.
- 3. Cooler Bags**  
Available in a variety of materials, sizes, shapes, and colors.



Order  
Now

WE VALUE  
**YOUR**  
FEEDBACK!

At 4over, you're at the heart of everything we do, and your insights help us improve, innovate, and serve you and your business better every day. We want to make your experience is the best it can be, so tell us what you think!



Take our quick survey and, as a thank you, you'll be entered to win the all-new Ultimate Sales Kit and Companion Guide (\$100 value)!



Take the  
Survey



# 4over

4over.com

