



Summer Newsletter



Welcome to the DynaGraphics quarterly newsletter! [Please let us know](#) if there's anyone else from your team that would benefit from our updates. Without further ado...

THE ULTIMATE **DIRECT** **MAIL** GUIDE IS HERE



Looking for ways to improve your direct mail campaigns? Then look no further! We're excited to release [The Ultimate Direct Mail Guide](#) as a free resource for marketers, event promoters, nonprofits, small business operators—anyone that wants to more effectively utilize direct mail to reach and influence their target audiences.

USPS direct mail offerings can be a bit overwhelming, so save time with our condensed guide that's full of tips and tricks to get the most out of your direct mail programs.



In case you missed it, DynaGraphics is under new ownership! **After decades of growth and success, [Zack Tsuji](#), is proud to build upon DynaGraphics' rich history of service, quality, and innovation known throughout Reno, Nevada.** The ownership change brings fresh ideas that further strengthen DynaGraphics commitment to delivering superior commercial printing, mailing, and fulfillment services to all types of companies in greater Reno. [Read the full press release here.](#)

DynaGraphics is excited to announce we are the only printer headquartered in the Reno/Sparks area **to obtain the Forest Stewardship Council® certification (FSC® C041262)**. FSC certification is just one aspect of DynaGraphics commitment to both customers and the sustainability of the earth's resources. [Read more here.](#)

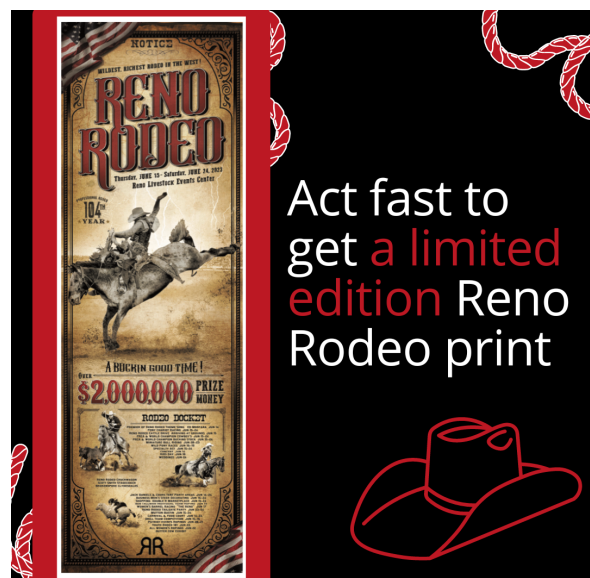


Check out our [latest blog post](#) about the benefits of tactile marketing in seasonal events. In case you aren't aware of the industry phrase, **tactile marketing involves using physically printed materials and sensory experiences to engage an audience.** It's a highly effective way to promote and celebrate seasonal events. Here are six ideas to enhance your next seasonal event with tactile marketing.

Do you know someone that is looking for a new and rewarding challenge? Then refer them to join the DynaGraphics team! We look for many qualities in the individuals we hire — the ability to communicate effectively, a high level of organization, and strong interpersonal skills. **We also look for one attribute in particular — the desire to provide high-quality products with excellent customer service.** We're happy to train employees about how to better work with clients or run commercial printing equipment. Check out [our open roles](#) to learn more and apply to join our team.



We're proud to have participated in the 104th Reno Rodeo this summer! DynaGraphics collaborated with the organization on a limited edition promotional poster and program guides. We love supporting our local businesses and events. [Get your poster here!](#)



Employee Spotlight



I'm Tom Santurri, the Data and Mailing Manager at DynaGraphics. I've been with the company for almost fourteen years and typically you can **find me helping customers navigate USPS regulations, so they don't have to. I also prep/clean mail lists, estimate mail jobs and really enjoy working with wonderful clients.**

A few fun facts about me: I love to eat good food, especially sushi. I also enjoy drawing surrealism and low brow artwork. Last but not least, I was a graphic designer before I joined this great DynaGraphics team.

Thanks for reading our newsletter and have a great finish to the summer. Make sure to **contact us** with any commercial printing needs and to follow us on social media for other insightful content!

-DynaGraphics Team

About DynaGraphics

DynaGraphics innovative print solutions turn visual communication ideas into client realities. With 50+ years providing commercial digital and offset printing for greater Reno, DynaGraphics exceeds client expectations with a solution-based approach, state-of-the-art equipment, and competitive pricing. From simple brochures to complex variable data mailings, and everything in between—there isn't a better choice than DynaGraphics. See the difference at www.dynagraphicsprinting.com.