



SERVICES WE OFFER:

Bindery service

B/W copies
 Booth panels
 Brochures
 Carton Design
 Catalogs
 CD/DVD Duplication
 Color copies
 Course packets

Creative

Customization
 Data warehousing
Digital printing
 Distribution
 Finishing
 Fulfillment
 Giveaways

Labels

Large format prints
 Logo creation
 One-to-one marketing
 Package design
 Posters
 PowerPoint slides
 Sales aids

Training manuals

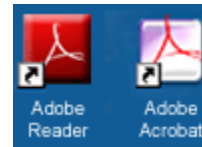
Training (Excel, PowerPoint, etc.)

Welcome «First»,

Adobe Reader vs. Adobe Acrobat (PDFs)

Have you ever tried to edit a PDF and not been able to? Yet one of your colleagues can edit the same PDF file. Most likely you have Adobe Reader, and your colleague has Adobe Acrobat.

Adobe Reader is a free program with limited capabilities while Adobe Acrobat has a robust list of features that comes with a price tag.



Using Adobe Reader the user can view, save, or print the PDF. Text or graphics can be copied directly from a PDF for use in other applications. Adobe Reader is limited in that it does not allow users to create a PDF document nor can the document be edited.

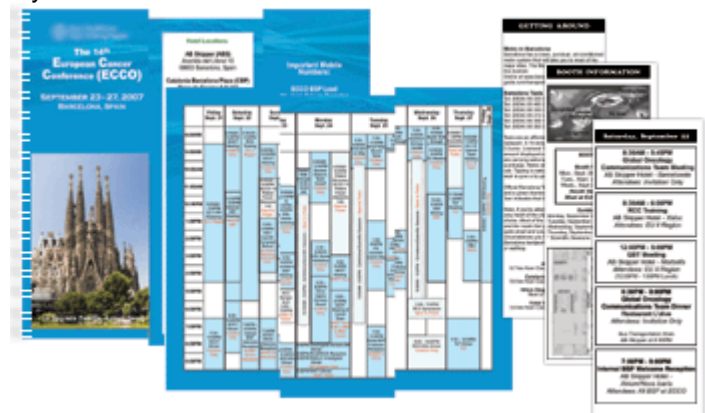
With Adobe Acrobat, you can not only view, save and print a document, but you can create a PDF from any software, edit, comment, customize the PDF with navigation or apply restrictions on printing, copying, and altering of the PDF document, just to name a few things.

If you share documents across platforms with others often, you may want to look into purchasing Adobe Acrobat. If you just need to view, save and print PDFs then stick with the free version of Adobe Reader.

Pocket-sized Conference Guide Books

Do you have a meeting or conference coming up and want to give your participants as much information as possible, right at their fingertips? Universal Graphics can help you create a pocket guidebook.

Over the years we have produced many versions of the pocket guidebook for clients. The book fits into the width of a shirt pocket or easily into a handbag and is wire-o bound, so when opened lays flat.



The cover can have a two or three panel fold-out. Our clients have

ASK AMY!

Have a question about using Excel, Word, PowerPoint or our Services that you would like to see featured in this newsletter? Email me: amy.potts@univgraph.com



Combining
TECHNOLOGY
& PRINT

used this fold-out to reveal an at-a-glance calendar of all events on one side and hotel information on the other. The back covers generally show a map of the city and key locations. Inside pages could contain pages of detailed information about the event; booth activities, meetings, restaurants, and includes blank lined pages for notes. The content possibilities are endless.

The guide book is a great way to keep your attendees informed about all events. They could even be customized for each individual to contain information relevant to that person. At Universal Graphics we can help you coordinate all the information that goes into the book and then turn it into a valuable conference document. Call or email Amy today!

MS Word – Creating Columns

Word provides the tools to easily create documents containing columns. Perfect for creating newsletters or invoices. The columns can be placed on the whole document or in just one area.

To create columns, open a document, go to View and choose Print Layout (this will now show on your screen exactly how the document will look when printed). Select (highlight) the whole document, part of the document or just a section. In the tool bar locate the icon (box with two columns shown above) or go to Format, Columns. Click and indicate the number of columns you'd like the document/selection broken into.



You will now see margin borders in the Column where your cursor is located. In the example shown the cursor is in the right hand column (labeled Active Column). The column not in use (labeled Inactive Column) does not show these margin borders.

You can also create columns outside of Print Layout, simply go to Insert, Break and choose Column from the list of choices. Get creative – turn columns on and off in a document or try breaking a column into multiple columns.

Fun Fact for August: In 45 BC the Roman Senate named the month of July after Julius Caesar to honor him for reforming their calendar. Later after Julius's grandnephew Augustus defeated Marc Antony and Cleopatra, and became emperor of Rome, the Roman Senate decided that he too should have a month named after him.

Not only did the Senate name a month after Augustus, but it decided that since Julius's month, July, had 31 days, Augustus's month should equal it: under the Julian calendar, the months alternated evenly between 30 and 31 days (with the exception of February), which made August 30 days long. So, instead of August having a mere 30 days, it was lengthened to 31, preventing anyone from claiming that Emperor Augustus was saddled with an inferior month.

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To be removed or add others to this e-newsletter, please contact Amy at amy.potts@univgraph.com