



## 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.)

## 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

### Creating DVDs and CDs

CDs are great for providing training materials, reprints, branding guidelines, large documents, meeting materials, and other data. Multi-media materials can be distributed easily using a DVD.

When it comes time to have these items reproduced, there are a number of things you need to consider: what kind of case will they be housed in, will there be accompanying inserts or booklets, and what will be printed on the disk?

There are a variety of cases to choose from – jewel case, thin jewel case, clam shell, sleeve, or Amaray. A jewel case gives you the opportunity to have graphic prints for the tray, spine, and cover or booklet, while a clam shell or sleeve does not allow any of these choices. The Amaray case is routinely used for DVDs and includes a clear front plastic sleeve to include a printed cover.

Disk Cover



Jewel Case  
Cover, booklet,  
spine and/or tray



Thin Jewel Case  
Cover or booklet



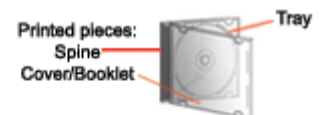
Clam Shell  
CD label shows  
through front



Sleeve  
Paper or plastic.  
CD label shows  
through front



Amaray  
Cover



At Universal we can design and/or print any of the components that go with creating DVDs or CDs. We also reproduce disks from 1 to 100,000. Talk to us about your project and we can guide you in the right direction.

### Word – Managing Hyperlinks

Hyperlinks refer to when text or a graphic in a document is linked to a web site, an email address or another location within the document. The text will appear underlined and when clicked it will launch your browser, email or move you to where indicated by the link. Sometimes this is a good feature and other times it's just annoying.

To create a Hyperlink: 1) If you copy and paste or type a web address in (i.e. [www.univgraph.com](http://www.univgraph.com)), Word will automatically create the hyperlink. 2) Highlight the text or graphic to be linked and right click. From the menu choose Hyperlink – put the web address in the “Address” area and click OK.

To remove/edit a Hyperlink: Highlight the text or graphic, right click and choose “Remove” or “Edit Hyperlink.”

### Going Green with Digital Printing

At Universal we have been able to assist our clients in going green by offering them digital printing solutions. Digital printing provides you with the ability to print fewer pieces at a more reasonable price while not skimping on quality. In the past, if you had to print a job, it was cheaper to print more than you needed. Unfortunately, with this method there was a lot wasted money and energy – from printing to warehousing to destruction of the extra pieces.

Digital printing offers other advantages as well – almost unbeatable quality printing, customization of materials, and quick turn around.

Call us today to find out how we can help you cut costs and help the planet stay green.

**Fun Fact for June:** 1951 – Univac 1, the worlds' first commercial electronic computer was unveiled in Philadelphia. It was installed at the Census Bureau and utilized a magnetic tape unit as a buffer memory.

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