

Currency**CURRENCY**

Formatting currency numbers is challenging. Which is more \$1000 or \$1,000.00? The second number looks higher because it has a comma, decimal point and trailing zeros. To make a number look less expensive avoid extra characters and extra zeros.

Information Retention**INFORMATION**

After 1 day, we forget 40% of what we heard.
After 7 days, we forget 65%. After 14 days, we forget 79%.
Knowing how soon we forget can be powerful information. TV commercials and promotional mailings succeed by being repetitive. A well executed marketing blitz is a proven winner.

Mailing Lists**MAILING LISTS**

Did you know 5% to 10% of the average mailing list consists of duplicate names and addresses? It's unprofessional — and expensive — to send duplicate mail. Have your mail list “de-duped” and invest the savings elsewhere.

“I am a volunteer firefighter and I appreciate working for a company that supports volunteer and civic organizations”

**Kip Good, Jr., Quality Brand Printing
President, Harrison City VFD**

Quality Brand Printing supports our community. Over the past years, we have donated or discounted 5% of our annual sales to community organizations.

It is an important part of our business philosophy to participate and assist worthy community organizations.

**We invite you to visit our shop and see the work we do for these organizations.
Stop in, or visit us online at www.qbrand.net**