

April 2018

Stepping Up Our Game

If you have stopped into our showroom recently, you'll notice several changes since the beginning of the year. New layout and new displays were finished a couple of months ago to help us communicate with our customers better. But something was still a little bit off.

We have figured it out! We have a new wardrobe to better represent our professionalism to you, our customers. We have upgraded from our polo shirts to button downs.



That got us to thinking about how we can help our customers. Over our decade of being in business we have produced countless products. But what we've really done is become Visibility Experts. Sometimes it is difficult for you to see your own projection. We would like to help with that.

- How good is the impression you are projecting to your clients?
- How consistent are your brand standards?
- What are you currently doing to increase your visibility so you stand out?

We have developed a tool to help you *take a look in the mirror*. Click [HERE](#) and we will send you a link to a Visibility & Continuity Survey if you are interested in learning more. (or you can send us an email to wilmington@instantimprints.com)

Lieutenant Joseph Szczerba
Salesianum class of '85.



"If we as a community don't step up to help each other, then who will?"

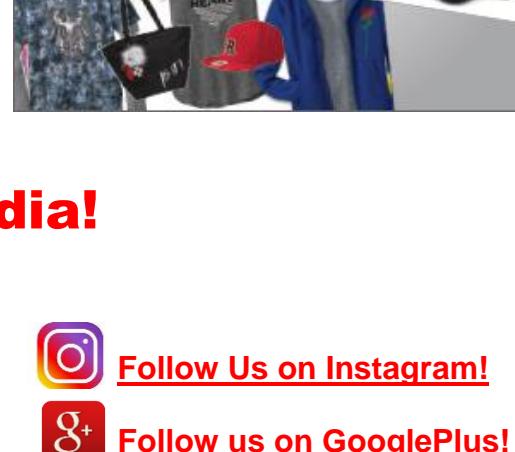
—Kathy Grimes.

Community

There is no greater power for change than a community that is united. We encourage not only our staff, but our customers to stay involved in our community. One event in our community that we were interested in was the Salesianum Lt. Szczerba 5k run. The event is in honor of Lieutenant Joseph Szczerba (pictured right), Salesianum class of '85. Lt. Szczerba was an 18 year veteran of the New Castle County Police Department, who was killed in the line of duty on September 16th, 2011. To honor his legacy, a scholarship fund has been established in his name. All proceeds of the 5k Run/Walk will benefit the fund. The event takes place on Thursday, April 26th at Salesianum School, 1801 North Broom Street Wilmington, DE. You can register or donate online through their website. Registration opens at 5:30pm and the race starts at 6:30pm

Product Focus

Whether we're at the office, at play or on the road, the fabrics, performance features and designs are adapting to fit our lives in real ways. Sportswear turns to technology as it looks to the future and streamlined detailing with upgraded fabrics and styling. Sanmar is offering some great new additions to their Sportswear in 2018 and we can put your logo on all of it!



Social Media!



[Like us on Facebook!](#)



[Follow us on Twitter!](#)



[Follow Us on Instagram!](#)



[Follow us on GooglePlus!](#)