# BUSINESS **SPOT**LIGHT



Everything Printing was recently repainted, expressing their long-term commitment to the community.

# EVERYTHING PRINTING

# YOUR BUSINESS PRINTING PROFESSIONALS



Left to right: Cady, Zach, Lee, Ben, and Jason.



In the era of everything digital, one might assume the need for print services would fade, yet local print shops continue to thrive. One such local gem is Everything Printing in Gilbertsville, a family-owned business that has served the community for more than two decades. Known for their quality work, friendly and knowledgeable service, fast turnaround, and customer satisfaction.

With capabilities to produce 20,000 prints per hour, and a paper inventory of over 2 million sheets, Everything Printing can meet same day / next day deadlines. From business cards and brochures to banners and booklets, Everything Printing offers a wide range of printing solutions. Dedication to quality, commitment to the community, and passion for print, Everything Printing isn't just a business; it's a staple of the local community.

Adding QR codes can create a gateway from print to digital content. The team at Everything Printing can create and manage QR codes.





# **QR CODES**

A quick response (QR) code is a type of barcode that stores information as a series of pixels that can be scanned by your mobile device's camera. QR codes bridge the physical and digital worlds, as people can scan menus, postcards, brochures, and posters to be immediately connected with specific digital content.

## There are 2 types of QR Codes

### Static OR Codes:

- Cannot be edited once created
- Do not offer QR scan tracking
- Cannot be used for online retargeting
- Have a long and complicated URL
- Take longer to scan
- Cannot deliver different campaigns

### **Dynamic QR Codes:**

- Link can be edited without creating a new code
- Offer QR scan tracking & analytics
- Can retarget users online
- Have a short and clean URL
- Take less time to scan
- Deliver different campaigns based on a set schedule







Use the QR to find more information and Google reviews





For additional information, please call 610.367.7444 and visit www.EverythingPrinting.com.