

4over

Unwrap *the* Magic *of* PRINT

— ◆ ◆ ◆ ◆ —
YOUR ESSENTIAL GUIDE
TO HOLIDAY SALES
— ◆ ◆ ◆ ◆ —

WARM
GREETINGS

THANK YOU
FOR YOUR
BUSINESS!

VICTORY
BEVERAGE

join us for a
Holiday
PARTY

FRIDAY EVENING, DECEMBER 15
COCKTAILS AT 5:30 P.M.
DINNER AT 6:15 P.M.

a Gift for you

the garden store



A Trusted Source for Print Fulfillment Since 2001

4over is dedicated to meeting the specific needs of our customers with a wide range of specialized printing services.

We provide our customers with:



An extensive product range, including the widest variety of stocks, selections, and finishes.



A reliable nationwide presence with eight locations for fast fulfillment serving the US and Canada.



A trade-only commitment that ensures our product information, marketing materials, and resources are only available to qualifying print resellers.



A trusted partner that is proud to be a reliable source to 60,000+ print resellers.

4over.com | Connect With Us!



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Canvas



Holiday Greetings From Our CEO



Dear Valued Customer,

As the holiday season approaches, we're excited to introduce our new holiday magazine, designed to help you boost sales and engage with the timeless power of print. This edition features captivating ads and insightful articles to inspire and elevate your business.

In a digital age, print remains a powerful tool. Now more than ever, it's crucial to reestablish that human touch only print can provide. Consumers trust print ads when making purchasing decisions, highlighting print's undeniable influence.

This year, we're thrilled to bring you our holiday magazine as a resource to help you reconnect with your customers, family, and friends. From customized print packages to personalized gifts, we present products that add a personal touch to any celebration. Print allows you to introduce products and services in an engaging, memorable way, creating lasting impressions that digital media can't match.

As you prepare for the holiday season, consider the unique benefits print can bring to your business. Whether it's a beautifully designed holiday card, an eye-catching flyer, or a thoughtful custom gift, our print solutions are here to help you make meaningful connections and drive holiday sales.

From our family to yours, we wish you a season full of joy and prosperity. Thank you for your continued trust and partnership.

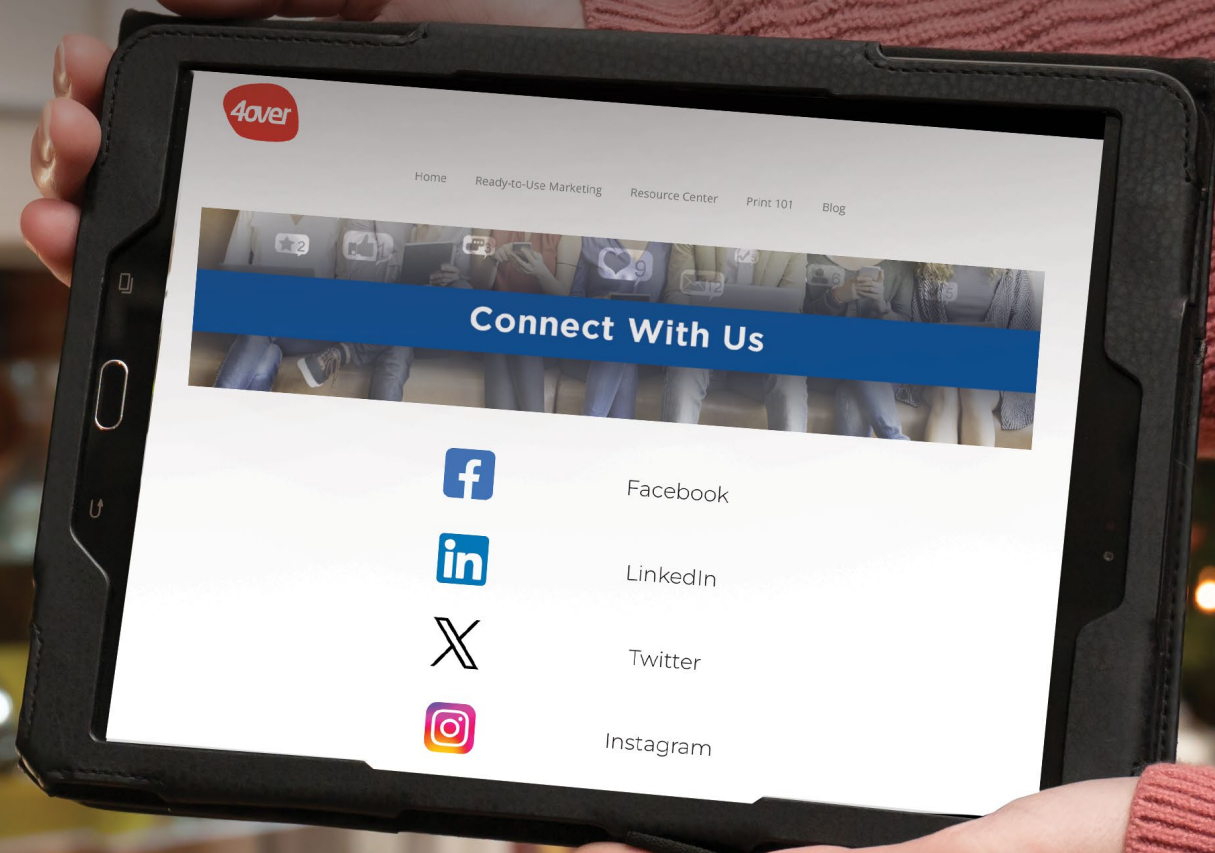
Warm regards,

Shaheen Javadizadeh
CEO, 4over

Greeting Card

Happy
Holidays!

Stay Connected With 4over



Connect with us on your favorite social media platforms so you don't miss the latest 4over product features, announcements, and news.

[Follow Us Today](#)



4over



DECK THE HALLS AND MAXIMIZE SALES THIS HOLIDAY SEASON

At the end of 2023, [retail spending wrapped up with a 3.1% increase](#), confirming that Christmas and the holidays aren't just the most wonderful time of the year—they are also a golden opportunity for retailers. The holiday season is the perfect time to help your customers shine brighter than ever and offers a sleigh-full of opportunities for your business to capture essential holiday sales. To help your retail clients thrive during the hustle and bustle of the season, we've put together essential tips and fun print ideas to ensure you and your customers are fully "holiday-ready" and set up for success.

Simple Tips to Keep Your Business Holiday-Ready and Stress-Free

We understand that the most joyous time of the year can also be the most stressful for our print resellers. That's why we're here to make the holiday season go as smoothly as possible for you. These tips will help you effortlessly navigate the holiday rush while making certain you meet your clients' needs.



Start early and stay ahead.

Just like Halloween candy showing up on shelves months before the holiday, it's never too early to prepare for the holiday rush. Connect with your customers now. Then, check in with them often to drive sales and stay ahead of the competition.

Create a holiday portfolio.

Build a dedicated holiday portfolio that showcases your expertise to attract new clients.

Prepare a print-ready checklist.

Provide your customers with a checklist of all the print materials they might need for the holidays, ensuring they don't overlook any opportunities to enhance their event or in-store experience.

Stress less and deliver more.

Take advantage of our "tree"mendous free, white-label assets on go.4over.com that offer you effortless marketing strategies and simplified sales.

Streamline production and delivery.

Anticipate the seasonal rush by optimizing your production and delivery processes. With our fast turnaround times, you can confidently meet deadlines and keep your customers joyful all season long.

Winter Holidays 2023

A season of record-breaking spending

Source: National Retail Federation



A whopping 200.4 million consumers shopped during the five-day holiday weekend, spanning from Thanksgiving Day through Cyber Monday.



Spending and core retail sales during the 2023 holiday season grew 3.8% over 2022 to a record \$964.4 billion.

What Every Retail Customer Needs to Be Holiday-Ready

As a print retailer, you have the power to transform your clients' ordinary retail spaces into enchanting winter wonderlands that draw in customers and elevate sales. From eye-catching signage to festive packaging, the possibilities are endless. **Here's a breakdown of what you can offer:**

Welcome and holiday promotions window decals.

Offer window decals with holiday themes, discounts, or special promotions that can attract passersby and set a festive tone even before customers enter the store.

Wayfinding signage. Help your clients ensure shoppers know where to go for sales and seasonal specials with clear, branded directional signs.

Banners. Recommend large format banners that highlight special offers and new product lines or convey holiday greetings, which can attract attention and increase foot traffic.

Festive packaging. Offer 4over's premium packaging solutions that can be branded and themed for the holidays, including custom boxes, roll tags, stickers, and hang tags. The right packaging enhances the customer experience and turns every sale into a branding opportunity.

Branded promo. Suggest small, branded items like mugs or tote bags that can be used as giveaways or sold as holiday merchandise.

Canvas and aluminum prints. Perfect for holiday-themed artwork or personalized gifts, recommend these high-quality prints as gift options that your customers can sell or use as promotional giveaways during the holiday season.

Calendars. Offer calendars as promotional items or gifts. These can be customized with the client's branding and feature important dates or tips relevant to their industry, ensuring year-round brand visibility.

The holiday season is just around the corner, so don't wait until the last minute to implement these tips and strategies.

Start today to guarantee your business captures the spirit of the season and sleighs in holiday sales!

Visit [4over.com](https://www.4over.com)
to Get Started

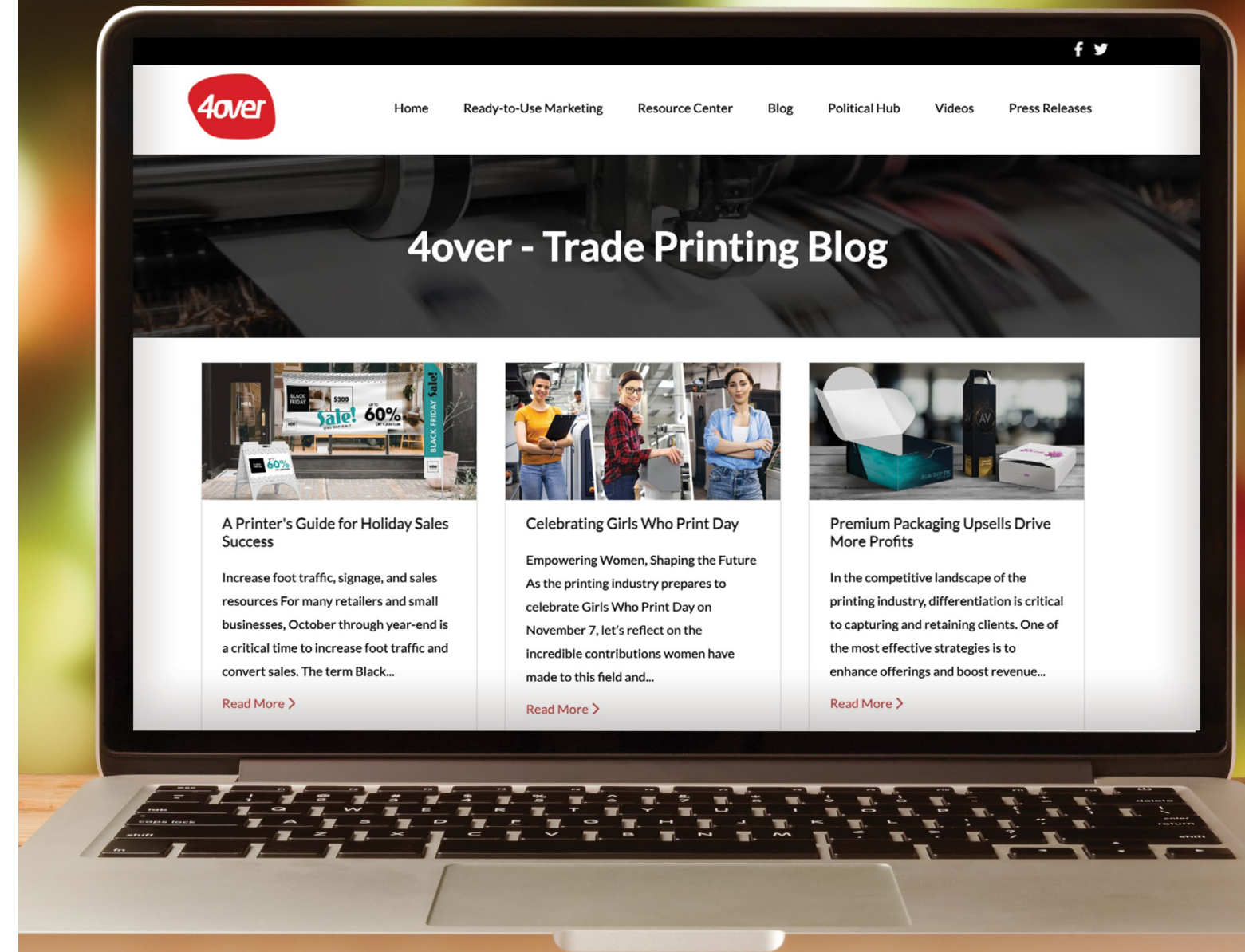


Is Your Client Hosting a Holiday Open House?

Here's a checklist of must-have essential print materials to offer

- Custom Invitations
- Postcards and Flyers
- Welcome Signage
- Wayfinding Signage
- Activity Station Signage
- Photo Booth Signage
- Menu
- Promo Gifts
- Hang Tags
- Thank You Cards

Need More Print Tips?



Want to learn more about print, industry news, and insider tips? Check out our blog!



THE ULTIMATE HOLIDAY PRODUCT GUIDE

Unwrap these print essentials that'll make your holiday sales sparkle and shine!

THE ULTIMATE HOLIDAY PRODUCT GUIDE

PACKAGING

Spruce up packages this season with these favorites.



1. Hang Tags

Produced in a wide-range of sizes and stocks.

2. Stickers

Available in an array of unique shapes and sizes.

3. Roll Labels

Easily applied to a variety of surfaces.



Visit [4over.com](https://www.4over.com) to Order Now

4over's Updated Mobile App Is Now Available!

Use your 4over account to log in

Check out the new and improved mobile app that offers these features and benefits:

- + Easy order tracking, status updates, and order pickup
- + Customer service callback request
- + Quality issue reporting with order (including photo)
- + Order cancellation
- + QR code for order pickup
- + And more



You can find it in the [Apple App Store](#) and the [Google Play Store](#).



1.



THE ULTIMATE HOLIDAY PRODUCT GUIDE

LARGE FORMAT

Make spirits bright with signage that's sure to wow.



2.

3.



- 1. Banners**
Offered in a range of materials and sizes to maximize advertising impact.
- 2. Adhesive Vinyl**
Use on windows, walls, and floors to bring branding to any surface.
- 3. Rigid Signs**
Available in lightweight to durable options.



[Visit 4over.com to Order Now](#)

MARKETING ESSENTIALS

Give brands a boost throughout the holidays and beyond.



1. Postcards

Printed on premium-quality card stock and offered in a range of sizes, stock, and finishes.

2. Flyers

Affordable and effective tangible takeaways.

3. Business Cards

Versatile and available in a variety of stocks and shapes.

2.



9535 EAST MAIN STREET 614.555.1247



3.



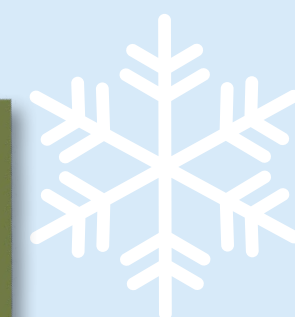
Visit 4over.com
to Order Now

PREMIUM PRODUCTS

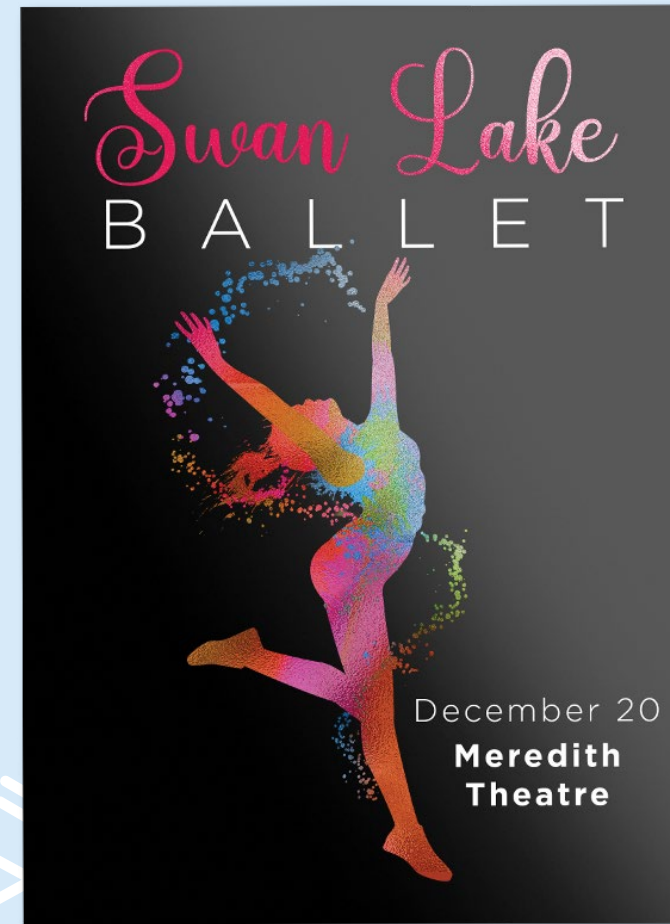
Take branding to a whole new level of festive sophistication.



1.



2.



3.

1. Raised Spot UV

Eye-catching spot UV effects add a glossy finish.

2. Akaufoil

A sparkle foil finish and striking reflection brings an exquisite vibrance.

3. Pearl

Unique stock shimmers in light when viewed from different angles.



Visit 4over.com
to Order Now

4over Delivers SPEED



Fast turnarounds you can count on

We know speed-to-market is essential and that's why we offer a variety of fast turnaround times, including next-day on many products! [Learn More](#)



THE ULTIMATE HOLIDAY PRODUCT GUIDE

1.

HEALTHCARE
9523 E BROADWAY
SPRINGVILLE, CA 91201

Your Health Is Our Priority

Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua.

BOX OFF ON ALL MEDICAL CHECKUPS
Opening Hours 10AM- 11PM

PREPAID POSTAGE
U.S. POSTAGE PAID
PERMIT NO. 1234
ECSW55

LOCAL POSTAL CUSTOMER

2.

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Northridge, CA 91321

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Car Wash

CAR REPAIR
All Your Car Problems

Call Now: 818-555-3294
Open 7 Days a Week

BRING THIS POSTCARD FOR
1 FREE SLOT MACHINE PLAY.

LUCKY STAR
CASINO

U.S. POSTAGE
PAID
PERMIT NO. 1234
ECSW55

JOHN SMITH
4441 WOOD STREET
OVERLAND PARK, KS 66224

DIRECT MAIL SERVICES

Be the go-to printer with all the options this holiday season.

- 1. Every Door Direct Mail (EDDM)**
No mailing list required. Choose from a diverse selection of sizes and finishing options. Full-service solution.
- 2. Direct Mail**
Mailing list required, focused marketing initiatives, and USPS specifications required.

[Visit 4over.com to Order Now](https://www.4over.com)

PROMOTIONAL PRODUCTS

Unwrap the best-selling promo products to make brands shine.



2.

1. T-shirts

From short sleeves to long sleeves and tanks, the options are limitless.

2. Mugs

Available in a variety of sizes, colors, and materials.

3. Tote Bags

Reusable cotton, canvas carry-all builds awareness all year long.



Visit 4over.com
to Order Now

1.



3.



Join 4over at the International Sign Expo

Will you be heading to the ISA trade show in Las Vegas April 23-25, 2025? So are we and our team is excited to connect with you!

Be sure to visit Booth #729 to:

- Discover what's new with 4over in 2025
- Enter to win exciting raffle prizes
- Take home exclusive giveaways and valuable insights

Registration opens soon!



Sign Up for
[Expo Updates](#)



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