



This newsletter is brought to you by:

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We hope you enjoy this issue of *The Cataloger*, The Dingley Press' new eNewsletter to catalogers. With each quarterly issue, our goal is to deliver timely and newsworthy information to the catalog industry. Please feel free to [contact us](#) with any questions or comments.

### Working Smarter

Visit Our Website

Working Smarter

Did You Know?

News You Can Use

Ask an Expert

Quote of Note

### Technology Survey Results

What is the biggest focus for catalogers in 2011? [Learn the answer](#) — and other key findings from our recent technology survey.

### Meet Us Here

Connect with The Dingley Press at [these upcoming events](#).

SUBSCRIBE

## Cut the Co-Mailing Middleman

Looking for a way to save both time and money in your catalog mailing? The Dingley Press offers [in house co-mailing services](#) that not only bring you savings but also make your life simpler.



### Did You Know?

## QR Codes Snag the Sale

Quick response codes are a smart way to transform passive customers into active buyers. [Learn how to put them to work for you.](#)

### News You Can Use

## USPS Discount for QR Codes

Hurry! There's a brief window of opportunity to get a discount from the USPS. All it takes is the [addition of a simple code to your catalog.](#)

### Ask an Expert

## Getting Back into the Catalog Prospecting Mode

New buyers are the lifeblood of your business. If you've let your prospecting efforts die down recently, it's time to give them a little spark and [re-energize your business.](#)

### Quote of Note

"In playing ball, and in life, a person occasionally gets the opportunity to do something great. When that time comes, only two things matter: being prepared to seize the moment and having the courage to take your best swing."

— Hank Aaron,  
baseball player

