

This newsletter is brought to you by:

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Working Smarter

Did You Know?

Postal Affairs

Ask an Expert

Quote of Note

Meet Us Here

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

Quote of Note

"If your ship doesn't come in, swim out to meet it!"

-- Jonathan Winters

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THE DINGLEY PRESS, INC.

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We hope you enjoy this issue of *The Cataloger*, The Dingley Press' 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

Prep for Success with Paperless Prepress Process

There's plenty of work to do before a catalog hits the streets. [Are you taking advantage of Dingley Press' digital strengths?](#)



Did You Know?

Is Augmented Reality a Fad?

There are lots of potential uses for the innovative, interactive technology presented by AR, but [take time to study the analytics carefully before you jump in.](#)

Postal Affairs

Be Aware of Significant USPS Updates

Mail processing centers have begun closing as new service standards take effect. [Are you ready?](#)

Ask an Expert

Promos: What Really Works?

Knowing the value of your promotions is essential. [Learn which offers perform best](#) and 10 tips for using promotional offers.

