

7 Facts about print every print buyer should know

WHY PRINT IS EFFECTIVE, RELEVANT AND EASIER THAN EVER

We spoke to print and communications expert Patrick Henry, director of Liberty or Death Communications, about the state of the printing industry and what print buyers need to know about print in the 21st century. Here are seven facts that clearly illustrate the value of print for modern marketers in a digital world.



1. Print has powerful personal appeal

“People still like, trust and want print,” says Henry.

According to a survey by Two Sides, a trade association for the paper industry, 79 percent of respondents prefer reading on paper, and 79 percent want the option to continue to receive print information, as it provides a permanent record.

2. Print is an integral part of your multichannel communications strategy

“Print isn’t dead,” says Henry. “But it has reinvented itself for a new life in a multichannel world.”

Print and digital complement each other. Print can drive more traffic to online, mobile and social, and that impact can be measurable with the integration of QR codes, short codes and personalized URLs.

3. Print is memorable

A study of print versus digital ads by Temple University for the U.S. Postal Service found that printed ads were easier to recall than digital. Researchers also found that the print ads triggered more brain activity relating to value and desirability.

“When you print, people realize you have made an investment that you didn’t have to make in your social communication,” he says.

“You’re putting your money where your mouth is.”

4. Print is more sustainable than you think

“Save a tree” is a common refrain against paper and print, but the truth is that trees are a renewable resource, and paper companies are some of the leading growers and harvesters of trees.

THE 7 FACTS: A BRIEF BREAKDOWN

1. Print has powerful personal appeal
2. Print is an integral part of your communications strategy
3. Print is memorable
4. Print is sustainable
5. Personalized printing increases response
6. Smaller batches don’t have to come with a bigger cost
7. Buying print is easier than ever

A Two Sides survey found that 91 percent of respondents agree that, when responsibly produced, used and recycled, print and paper can be a sustainable way to communicate.

5. Super-personalized printing increases response rates

Personalized printing has gone way beyond “Dear <first name>.” With variable data printing, each item in a run can be different, crafted by drawing information from a database that can incorporate anything — location, purchase history, even your personal relationship with the recipient.

“With personalized direct mail, responses and sales go into double digits,” says Henry. “All of this information can be used to produce pieces to tell a story that is specific to that recipient and no one else.”

6. Batches may be smaller, but with new technology, they don’t have to be more expensive

Media buyers are still buying print, but runs tend to be smaller, and new digital technology is perfect for these smaller batches.


“If you need small quantities in a hurry or need them to be personalized, electrophotography and inkjet are very cost-efficient alternatives to conventional printing,” says Henry. “They’re suited to the smaller runs that media buyers are buying now.”

Electrophotographic presses use toner. Digital inkjet printing is done on presses that spray very fine droplets of ink on paper. For small batches, the digital processes are more economical than commercial offset, because their fixed costs are less. “Digital is very economical in runs up to about 2,000 copies,” says Henry.

7. With web-to-print e-commerce, buying print is easier than ever

Online print buying has been available for nearly two decades, but the technology has gotten so advanced that you can see what you order on your computer screen before you buy it and easily update templates yourself, even if you have no design experience. “We’re all used to shopping online, and now buying print online is easier than ever,” says Henry.

For more information, visit StaplesAdvantage.com/Print or contact your Account Manager.



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**Patrick Henry,
Print and Communications Expert**