



Design · Print · Finish



printnews

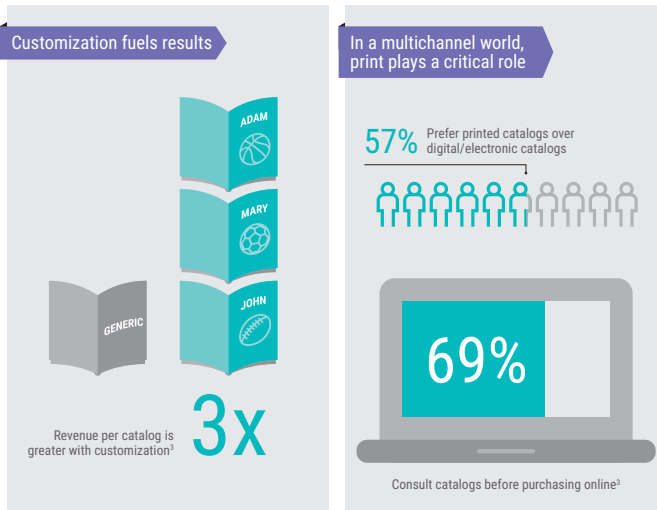
Summer 2016

the catalogue revival

In a digital world, is there a place for the printed catalogue? Yes. In fact, catalogues have experienced an incredible revival as brands and smart marketers realize their impact on consumer behavior.

Digital printing and variable data are taking the cost and complexity out of delivering personalized catalogue experiences.

Connect with BOND to find out more.



³Xerox-InfoTrends Catalog Research, 2015

community

BOND strives to build a strong community in the city in which we live. By working together, we believe that we can build a cohesive, happier world.



BOND has recently started donating quality paper to Britannia Secondary School's fine arts program which is used for drawing and painting.

Visit bondrepro.com to see other ways that we give back to the community.

sustainability

BOND is an FSC® certified printer.

The Forest Stewardship Council® is an international certification and labeling system dedicated to promoting responsible forest management of the world's forests.

Forests are evaluated to meet FSC's strict environmental and social standards. Fibre from certified forests is then tracked all the way to the consumer through the FSC Chain of Custody system. FSC-certified wood, paper and other forest products are then sold with the FSC label by certified companies in the marketplace - like BOND.

You can do your part by requesting FSC certified products from BOND.



art & creative

If you need help getting your project off the ground or even someone knowledgeable to print-ready your files, take advantage of our art department and design services.

rediscover print

Print engages our sense of touch and leaves a lasting impression. The modern marketing mix is an integrated campaign of both print and electronic media.





Design · Print · Finish



printnews

Summer 2016

multi-channel marketing works!

DIRECT MAIL AND EMAIL: A POWERFUL COMBINATION

RESEARCH SHOWS:

Customers spend **25% more** when businesses use both direct mail and email marketing

Prospects are **10 to 20% more likely** to convert on a direct mail offer versus an e-mail offer

E-mail in conjunction with a direct mail campaign achieves better

- Brand awareness and recall
- Increased ROI
- User-friendly customer experience

KEEP YOUR OPTIONS OPEN FOR ALL AUDIENCES

SAVVY CUSTOMERS WHO ARE WELL VERSED IN EMAIL PRACTICES ARE BLOCKING OUT SALES MESSAGES WITH ADVANCED FILTERS

IN 2015, THE AVERAGE PERSON IS RECEIVING AROUND 125 EMAILS PER DAY AND MANY OF THOSE ARE GOING STRAIGHT INTO THE DIGITAL TRASH CAN

41% OF SENIORS 65+ DO NOT USE THE INTERNET AT ALL

According to a 2015 Pew Research Center Report

DIRECT MAIL IS PERCEIVED AS A DAILY GIFT. DIRECT MAIL CAN SEAMLESSLY CONNECT THE DIGITAL AND PHYSICAL WORLD TOGETHER TO CREATE A STRONGER BRAND EXPERIENCE FOR YOUR CUSTOMERS



TARGET MARKETING AND ACCURACY

FLEXIBILITY AND CUSTOMIZATION

DIRECT MAIL OFFERS CUSTOMIZABLE CONTENT WITH MULTIPLE ELEMENTS OF PERSONALIZATION

PRINT TECHNOLOGIES MAKE IT EASY TO CREATE CUSTOMIZED MESSAGING ON THE OUTSIDE OF THE ENVELOPE

70% of consumers are more likely to open mail with color text/graphics on the front before opening pieces with no headline/graphic

uv coating

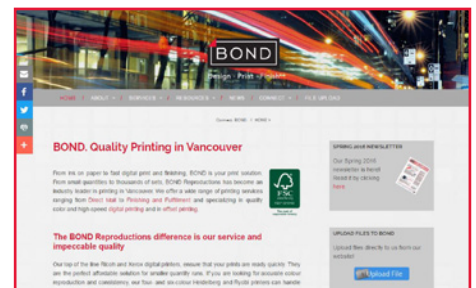
Add some "pop" to your printed pieces by having it finished with UV coating.

Ultraviolet coating is a very glossy (or matte) finish applied to the surface and then cured using UV light. It adds depth and amazing durability.

Ask your Account Manager to see a sample - it's a great, inexpensive way to make your work stand out from the rest!

new website

Connect with us at bondrepro.com !



FAQs, file preparation tips and how-to's, templates, news, direct file uploads and much more!

We've worked hard and put a lot of thought into our new site. We hope you enjoy using it as much as we have enjoyed putting it together!

