



Design · Print · Finish

# printnews

Spring 2016

## direct mail

We are here to help with all your direct marketing needs. Studies show that print works!

Direct mail helps keep brands top-of-mind, with consumers reporting that it's the most effective way to get them to remember a product or service.



\* | \*\* Royal Mail MarketReach, "The Private Life of Mail," January 2015  
\*\*\* Canada Post / Phase 5, "Mail Management: A Human Factors Based Approach," 2015



Mail's greater memorability appears to be anchored in its physicality. Not only does it serve as a visible reminder to act on a promotional message or offer, but scientific research suggests that the mere act of consuming information in print format makes it easier to digest and more memorable than when it's consumed digitally.

- Canada Post Corporation, "Breaking Through the Noise," June 30, 2015

## sustainability

If you are considering "going greener," reduce your environmental footprint with **Rolland Enviro100 Print** papers.

**Recycled:** 100% Post consumer waste. A smooth finish makes it an ecological alternative that displays an impeccable look and rich colour quality every time

**Manufactured With Biogas Energy:** Biogas comes from decomposing landfill waste that's been captured to prevent its release into the air. It is transported by pipeline to Rolland and used as thermal energy to produce paper instead of using traditional combustible fuels. Not only is biogas a renewable energy, it reduces their CO2 emissions by 70,000 tons, or 23,400 compact cars, annually.

**Processed Chlorine Free:** Uses 6 times less water than the industry average and contains no chlorine or derivatives, making it the only fine paper to be certified Processed Chlorine Free in North America.

**This Newsletter is printed on Rolland Enviro100 Print 80# Text.**

## digital spot toner



Meet another member of our digital press family - the ColorPress 1000. What makes it unique is clear dry toner.

Like a spot (or flood) varnish on offset, clear dry toner can highlight images, draw attention to text, apply digital watermarks or add areas of visual interest. Ask your account manager for more information or a sample.

## 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.*



**75%**  
still prefer traditional promotional materials

**70%**  
prefer to read on paper

**44%**  
visit a brand's website after receiving direct mail

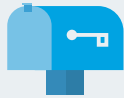
**24% share**  
print articles

**23% save**  
print articles



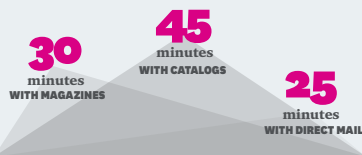
**People look forward to it.**

**62%**  
enjoy checking their mailbox

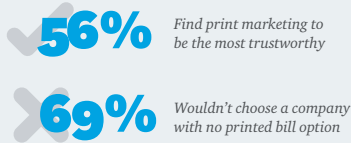


**77%**  
open mail right away

**They spend time with it.**



**They trust it.**



**85%**  
prefer personalized offers



**79%**  
read or scan direct mail



**40%**  
try business after receiving direct mail



**52%**  
leverage data and analytics



**76%**  
combine print and digital

**Direct mail also yields a 13:1 ROI**



brings in

**78%**

of

**NONPROFIT DONATIONS**



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.

**community**

Account Manager Carl Severson pledged to donate 1 can of soup to the Greater Vancouver Food bank for every \$100 in sales for the month of March. Here he is with his 240 cans of donated soup!

**Way to go Carl!**

