



Design · Print · Finish

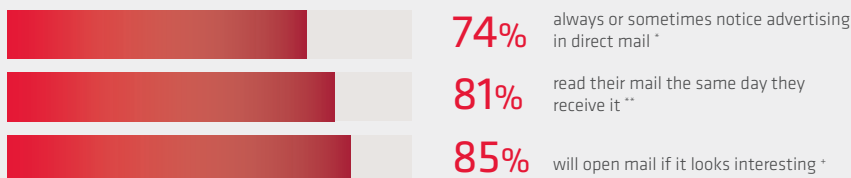
printnews

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print works!

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

Consumers are far more likely to notice, open, read and enjoy mail than digital forms of advertising. They consider it less intrusive, more memorable, and the best way to make them feel valued.



* BrandSpark, "2015 BrandSpark Canadian Shopper Study"
** | + Canada Post / TNS, "Consumers and Direct Mail," October 2013



Direct mail sends a sensory signal that stimulates a deeper level of engagement than digital messages. Consumers consciously recognize the impact that mail has on their attention, stating that they are more likely to notice and read direct mail [53%] than email [26%].

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

sustainability

Print is a responsible choice. There are misconceptions surrounding the environmental perception of paper and print vs. electronic communications.

MYTH: Making Paper destroys forests and is bad for the environment.

FACTS: Paper is a natural resource that is renewable and recyclable.

The manufacturing of electronic products also leaves a carbon footprint. Cloud computing and server farms consume massive amounts of electricity (often generated by coal and oil).

igen upgrade



Meet our newest family member! We are very pleased to announce the arrive of the first of our two new **IGEN 5** digital presses.

With a matte based toner (versus traditional gloss based toner finishes), and a 2400 dpi resolution (versus traditional 600 dpi) - expect brilliant colour and sharp, crisp text.

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.

