



Design · Print · Finish



# printnews

Winter 2017

## it's been 25 years!

## bond website

### AFTER 25 YEARS, STILL REPRODUCING LIKE CRAZY AND FAST ON OUR FEET!



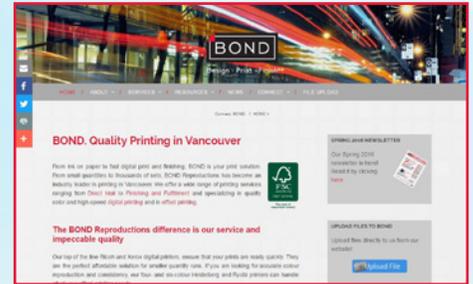
BOND was founded in 1992 with the attitude that customers shouldn't have to pay for service. With service being our mission, BOND differentiated itself; we were not just selling print. By supplying what the customer wanted when they needed it, BOND set itself apart from the competition.

Barriers were replaced with a "can do" attitude that guides us every day. If we haven't exceeded your expectation, we have room to improve and will strive every day to do better.

### 25 YEARS AGO WHEN BOND BEGAN:

NAFTA was introduced to Canadians.

### Let's CONNECT @ bondrepro.com!



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

## direct mail

### TARGET YOUR CUSTOMERS WITH INFORMATION

Direct or drop mail is the most effective way to reach your potential and grow. BOND will take care of all the mailing details including targeting, sorting, delivery.

Through Smartmail Marketing™ we will help identify best routes targeting the highest potential customers for your product or service. We can target the details you identify as most important including age group, household size, income or geographic area.

Our ability to produce your marketing pieces in house and then prepare the mail sort and drop ensures efficiency. Working with us will help you achieve the maximum potential for your business.

Call today, and take the hassle out of your direct mail needs.



Smartmail Marketing  
**Partner**



## sustainability

Print and Paper is recyclable, powerful and based on a renewable resource.

Print and Paper have a great environmental story to tell



**MYTH:** Print and paper is wasteful.

**FACT:** Paper is one of the most recycled materials in the world. Besides easily recognizable paper products (e.g. writing paper or paper towels), more than 5,000 products can be made from recycled paper.\*

Since tracking paper recovery rates began back in the 1990s, paper recycling has increased dramatically. We're not only recovering more, but we now know how to get the most environmental and economic benefits from using recycled paper in new products.

\*US Environmental Protection Agency, 2015





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## integrating print & digital

## community

To see the effect of combining direct mail with digital advertising, Canada Post and Ipsos conducted a neuromarketing study that measured emotional response, for results that provided more predictive insights.

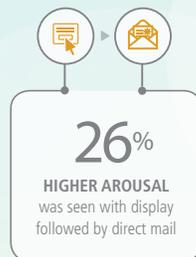
Overall, the study showed that integrated campaigns drove more attention, higher brand recall, and a stronger emotional response than digital campaigns alone.

Integrating **DIRECT MAIL AND DIGITAL** improved factors that can drive consumer action. In this study, we saw:



than in single-media campaigns

In this study, we saw that the **SEQUENCE OF MEDIA** had an effect on response. When we compared campaign results:



Source: Canada Post/Ipsos Connecting for Action, September 2016

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 November. Here he is with some of his cans of donated soup! WAY TO GO CARL!



## art & creative

### SAVE TIME

Use BOND to design or format your project, quickly.

### SAVE MONEY

BOND's experience will reduce the time you need to spend on a project; get to market faster while you focus on other things.

*Grow your business with BOND call today.*

