



## How New Technologies Change the Way We Communicate

### **Shorter Runs = More Flexibility**

New technologies are enabling printers to produce small quantities at a fraction of the cost. Today, more than half of all printing is done in run lengths of less than 5,000. Our fast-paced marketplace means more companies are changing to remain competitive – through mergers, acquisitions, name changes or new product lines. Advance planning can ensure that your company produces the right quantity of printed materials when, and where, you need them.

### **More Graphics = Greater Sophistication**

New software and programs have put a wide range of graphics within easy reach of graphics professionals and non-professionals alike. The increasing availability of high quality artwork and photography has taken printed projects to a whole new level of sophistication. With a standard personal computer, and publishing software or a variety of electronic clip art, you can produce professional-looking materials in a fraction of the time. A variety of stock photography is also available through many Internet Web sites. Look for photography to become even more integrated with printing due to recent advancements in digital photography. Check with your graphic designer or printer first to discuss formatting and other issues in using a variety of artwork, especially from multiple sources.

### **Affordable Color = Stronger Impact**

As full color printing becomes less costly, small businesses can now create the same caliber of marketing materials that only large companies used to be able to afford. Studies have shown that people are 40 percent more likely to be interested in a piece with color than one without it. Color enhances readability and helps draw attention to important messages within a printed piece. It also can increase motivation by accelerating learning, retention and recall from 56 to 78 percent.

### **Customization = Customer Intimacy**

It has been said that “the ultimate print run is a length of one.” Messages that are customized and speak directly to a customer or a group of customers generally deliver better response rates than mass marketing messages. For example, a travel agent that wants to target adventure seekers features rock climbing and rafting trips in one version of its brochure and cruise excursions for leisure travelers in another. New printing technologies enable you to tailor mailings, brochures, catalogs and other items to appeal to specific needs and interests.