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PRINTtips



Graphics

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Under One Roof

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Print: a Valuable Part of Your Marketing Strategy

Turn the clock back a few years to the early days of e-mail marketing, social media, and mobile communicating, and you'll find many predictions regarding either the death of print or declarations of its future irrelevance as a sales and marketing tool.

Now, after almost of decade of experience with these new communication technologies, we know that they are adjuncts to print, not replacements. Consider these case studies:

- *Ryder System, Inc.* Ryder System, Inc. is a Fortune 500 company that provides transportation, logistics, and supply chain management services. Its flagship division, Fleet Management Solutions (FMS), provides leasing, rental, and programmed maintenance of trucks, tractors, and trailers to commercial customers. Sheryl Pattek, a marketing executive for Ryder FMS Marketing, considers print to be part of an integrated communication system. She uses "tried-and-true print communications along with the latest online marketing techniques for a truly multi-channel strategy that drives organic growth."
- *Google:* In January 2010 Google promoted its Google Apps Premier Edition by mailing a paper-based Savings Calculator to CIOs. In March it mailed a four-page overview of tips on using Google Adwords to business owners, and periodically it also sends a discount card for Google Adwords.
- *Yahoo!* In August 2010 Yahoo! used direct



mail to tout the benefits of banner and display ads.

If these large companies with sophisticated marketing strategies are turning to direct mail, shouldn't you be, too?

Competition for attention

One fact about Internet-based marketing stands out above others: the sheer volume of messages sent and received daily. Unlike traditional direct mail marketing that requires planning, a mail list, a mail piece, and incurs a cost for postage, Internet-based marketing is accessible and cheap. Traditional direct mail marketers suspected that this might ultimately degrade the effectiveness of Internet-based marketing, and this now appears to have happened.

Junk e-mail, also known as unsolicited bulk e-mail (UBE), has grown to be a much bigger problem than unsolicited advertising mail. According to Josh Halliday, a media and technology reporter

Print: a Valuable Part of Your Marketing Strategy (cont)

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for the Guardian, billions of spam messages are sent daily. In addition, spammers are beginning to infiltrate social media sites where it is easy to set up a realistic-looking profile.

All this decreases the effectiveness of Internet-based marketing. E-mail users employ firewalls and spam filters to block messages from unknown sources – which also blocks e-marketing from legitimate businesses – and they are growing more skeptical of some messages coming from known sources.

Full color printing

Whether used for direct mail marketing or for sales collateral, full color printing is now within the budget of any business or organization. There are two ways to produce full color printing: using an offset printing press or using a high speed digital laser printer. Advances in digital print quality have largely removed any differences in how the finished pieces look, so the choice of which printing method to use can be made on the basis of quantity and how soon the finished pieces are needed.

Full color digital printing offers these advantages:

- *Lower unit cost in small quantities.* Digital printing requires almost no *make ready* – the tasks that must be done to print on the offset press. These include making a press plate for each ink color, mounting them on the press cylinders, inking the press, and producing test prints to check for color fidelity and placement of the image on the press sheet. Digital printing needs only *raster image processing* of the file and normally only a few sheets to check for color. This means eliminating the cost of press make ready for digital printing.
- *Faster production time.* Lack of make ready, the ability to duplex (i.e., print both sides of the sheet in one operation) and no ink drying time means that in some cases, we can be finishing and packaging a digital job before the offset make ready is complete. This allows for print-on-demand – a handy

thing when you find you have no more brochures the day before an important meeting.

- *Variable data printing.* With digital printing, each sheet is an original. This means each sheet can be printed with information unique to the intended recipient. Variable data printing (VDP) can be as simple as mail merge (the name and address of the mail recipient is printed at the top of a letter or on the mail piece) or as complicated as having changeable text and images.
- *Proofs match prints.* Because there is no make ready and each digital print is an original, a digital hard copy proof is the same as the rest of the job. If you approve the digital proof, you are assured that the rest of the job will be an exact match.
- *Exact quantity.* Unlike an offset press, we preset our digital printer to stop at a specific number of copies. So if you need 97 brochures for a meeting, you can order exactly that amount.
- *Small or no inventory.* Digital reprints – especially those that are exact repeats – can be printed on demand, meaning you don’t have to store a large inventory in your office to have easy access to what you need. This also means that you can order a small quantity of a form or brochure that will need changing, or personalize a brochure for a single purpose (like an important client or prospect meeting).

Despite all the advantage of full color digital printing, we don’t want you to think that offset printing has no place. Here are the advantages of offset:

- *Lower per-unit cost on larger quantities.* For every printed piece, there is a point at which the cost-per-unit of offset printing becomes less than the cost-per-unit for digital. The crossover point varies by what is being printed, but is generally between 1000 and 2000 finished pieces. The reason for this

Print: a Valuable Part of Your Marketing Strategy (cont)

is that the manufacturing costs for offset decline as the quantity goes up, while the manufacturing cost for digital prints is fixed no matter what the run length.

- *Size of finished piece.* All presses, whether offset or digital, have a maximum sheet size that can be used. For digital printers, that size is 13x19 inches or less. If you need an 18 x 24 poster, a tabloid size newsletter or booklet, or an oversized multi-panel brochure that folds down to a smaller size, most likely it will need offset printing.
- *Wider range of papers.* Although the range of papers for digital printing is now much wider than it once was, the range is still smaller than for offset printing – particularly for stock that has anything besides a perfectly smooth finish.
- *Wider range of ink colors.* Digital printers use four colors (cyan, magenta, yellow and

black, abbreviated CMYK) to produce all other colors. Ink for offset presses can be custom mixed to provide an almost infinite range of color. In addition, there are some colors – particularly blues, and metallic inks – that cannot be reproduced with CMYK.

- *Printed products that will be used in laser printers.* There is no problem with using offset-printed letterheads in desktop laser printer; there may be a problem with a digitally-printed sheet.

Choose print!

Print continues to play an important role in communicating with customers and prospects. Direct mail marketing, sales collateral, event brochures, even entry forms all still need to be printed. And with digital printing as an option, full color printing is now available, faster, better and cheaper. Call us today for a demonstration.

“Print continues to play an important role in communicating with customers and prospects.”



I've read that printing has a negative impact on the environment. What are the environmental tradeoffs between print and electronic media?



Paper is a renewable and sustainable resource that is less damaging to the environment than the toxic materials required for electronic devices. To understand the many aspects of the environmental debate, we've gathered some statistics from The Forestry Stewardship Council, the US Environmental Protection Agency and TAPPI (Technical Association of the Pulp and Paper Industry.

- Paper is made from trees grown in tree farms specifically for that purpose.
- The paper companies that own the forests plant five new trees for every one that is harvested, amounting to over 4 million trees each year.
- Growing forests absorb carbon dioxide from the atmosphere.
- The paper and pulp industry is the single largest producer and user of biomass fuels such as residue from forestry operations, bark, and paper manufacturing residue.
- The paper and pulp industry uses *cogeneration* – the process of generating both electricity and useful heat from the waste energy of the paper making process – to reduce energy use.
- The United States is the world's leading paper recycler, responsible for over one-third of all paper recovered in the world.
- Americans are now recovering 64% of all paper for recycling, compared to just 26% of glass, and 18% of electronic devices.

“Paper is made from trees grown in tree farms specifically for that purpose.”

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PRSR STD
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PAID
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Every Door Direct Mail



*“EDDM doesn’t
require a mailing
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low postage rate –
currently 14.2 cents
per piece mailed.”*

Recognizing the renewed interest in traditional direct mail, the United States Postal Service has launched a program called *Every Door Direct Mail (EDDM)*. Specifically designed for businesses whose target audience is within a compact geographic area, EDDM doesn’t require a mailing list and offers a very low postage rate – currently 14.2 cents per piece mailed.

EDDM was made possible by a change in postal regulations to allow the use of *simplified address*

format (Postal Patron or Residential Customer) for saturation mailings on city routes. A *saturation mailing* is a delivery to every address on one or more carrier routes or an entire ZIP code. Using *Postal Patron* tells the letter carrier to deliver to every address; *Residential Customer* signals delivery to every household.

There are some requirements for the size of the mail piece and for the address panel. To learn more and to see whether EDDM could benefit your business, contact us at 513-248-2121.