

THE POWER OF PRINT MARKETING

How can something that is incapable of movement, still manage to move so many?

How can something that makes no sound, be capable of saying so much?

Such is the power of the printed word!

For centuries print has been the staple form of mass communication. The invention of movable type by Johannes Gutenberg in 1450, is seen by many scholars as being the invention of the millennium. Human society as we know it today is here because of the printed word. The industrial revolution, the start of the modernisation of mankind, was possible because of the rapid communication of ideas around the world in printed books. Many significant inventions would have been lost, had they not been communicated to other like minded scholars or inventors who then assisted in developing these technologies further.

Whilst technology continues to have a massive impact on our day to day lives, it would be almost impossible to imagine a single day when we did not interact, in one way or another, with a piece of printed product. Print has the capacity to overload our senses, primarily through sight and touch, increasing our curiosity, provoking emotion and wonder, inspiring ideas and daring us to dream.

Unfortunately this advance in technology opens up many other options, and many companies and government agencies have shifted their mass communication to bulk emails and online web pages. But do these other alternatives really deliver the same or better outcomes?

We put this question to *Andrew Neale*, General Manager at Scott Print who commented "The most



Joe, delivering the power of print.

common arguments we hear these days, are that clients are comparing printed communication to electronic communication firstly because of environmental concerns, and then because of potential cost savings. Perhaps we can deal with the environmental side first. It has been proven that the printing industry is a sustainable business. However it is often perceived differently, because when people think of printing they immediately think about trees and paper, and how trees are cut down to make paper. Paper

manufacturers, particularly those in Europe are subject to extremely stringent environmental laws with the focus on both the entire paper making process and the sourcing of the timber pulp. The vast majority of timber used in the manufacture of paper now comes from plantation sourced timber as opposed to virgin forest. This plantation timber is replanted as it is logged providing a sustainable resource for many years to come. As an example it is estimated that within western nations there are now 25% more trees in the world than there were in 1901.*

The Power of Print Marketing *continued...*

Compare this renewable, sustainable process to electronic communication. The first thing most people do when they receive an email that is of interest or which contains important information, is to print it out! This straight away negates any environmental benefit not to mention the energy, chemicals, solvents and oil used in the manufacture and operation of computers and printers. Likewise whilst recyclable, how many printer cartridges, monitors, printers and computers actually end up in land fill every year? This has recently been highlighted with the federal government proposing an e-tax on electronic goods to assist in the high costs of recycling and disposal of e-waste. Print and natural paper based products on the other hand, will over time decompose, returning a valuable source of nutrients back into the ground.

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As far as cost savings are concerned I believe people need to look closely at the value for money proposition that the print medium offers. For example the artwork and graphic design costs are the same regardless of the final choice of output. Sure it might be convenient to

fire off an email newsletter, brochure or Annual Report but does it really generate the same level of interest and subsequent response? Does it portray your product or business in the best possible way, or is it just seen as another piece of unwanted spam cluttering up an already overcrowded inbox?

In many cases the recipients are members, clients, shareholders or stakeholders in your business, who like you, are very busy people with limited time on their hands. They may not be comfortable with the format nor have access to hardware and software that allows them the opportunity to best view the electronic file. Whilst electronic communication has its place, a well designed and quality printed piece gives the reader or potential new client of your product or service, the opportunity to read, study, absorb, share

and process the information at their own pace all within comfortable surroundings and location. This experience can also be enhanced through the use of unique and different paper stocks, printing techniques and embellishments that offer a truly memorable tactile feel.

In these challenging economic times I would have thought that businesses need to be increasing their marketing and communicating with clients and potential clients, more so than ever before. For example we are now beginning to see clients who have tried electronic communication, moving back onto print simply because of the feedback from their readers.”

Rio Chard, Marketing Manager at Scott Print agrees, “In this tough economic climate marketing budgets are often one of the first to be cut. The reality is that the marketing spend should at least stay

FIVE REASONS YOU SHOULD STICK WITH PRINT

- 1. Longevity** – printed collateral is not easily deleted and can be stored for use at a later date
- 2. More professional** – the added touch of print portrays your company professionally and sets it apart from the electronic collateral of your competitors
- 3. Increased retention** – rather than delete your print, clients are more likely to retain it for when they may need it
- 4. Less clutter** – printed collateral demands more attention than the electronic medium as it stands alone from other pieces received and there is less clutter surrounding it
- 5. Print travels** – from person to person, room to room and printed collateral is more likely to be passed on

consistent and ideally should be increased in order to capture an equal, or greater slice of what could be a shrinking pie. Any expenditure on marketing should be viewed as a sound investment for the future, because as consumer confidence grows and the economy starts to improve, (as we all know it will) those businesses that have continued to professionally promote themselves will be the first to benefit from the economic turnaround and be ideally placed to take maximum advantage of any new or resurgent business. Marketing is all about brand familiarity thus ensuring that when a client requires a product or service – then they think of your business first. To achieve this, the promotional message needs to be both consistent and regular. There is no doubt that printed collateral gives long term results through increased retention and what better way to do that, than with a beautifully crafted printed promotion delivered straight into your clients hands.”

* Source: Australian Paper Industry Association

DID YOU KNOW?

The electricity used to power Scott Print is generated by utilising wind farms.

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Scott Print prepress apprentice

Emma Gellan

has been nominated for the 2009 Apprentice of the Year.

Success at the 26th National Print Awards

At a glittering celebration held at the Crown Palladium in Melbourne on Friday the 29th of May 2009, it was announced that Scott Print had won two silver medals. Operating under the new format of judging, the gold medal winners in each category from a state's regional awards, compete against other states at these national awards, the night was a fantastic celebration of Australian printing prowess. The judges commented on the extremely high calibre of entries and awarded bronze, silver and gold medals across twenty seven different categories.

Winner of the first silver medal in the category of Presentation Folders was the Gumala Enterprises Folder. Designed by Rick Calder of Calder Design the folder showcased and promotes the business interests of the Gumala aboriginal community owned company which operates in the Pilbara region of Western Australia.



The silver medal winning entries from this year's National Printing Awards.

The Scott Print "Food of the Gods 2008 Calendar" was also successful in winning a silver medal in the Self Promotion category. Designed by Steve Castledine of Castledine and Castledine, with photography by Richard Gale from Gale

Force Photography, the calendar was developed on a chocolate theme which also chronicled the history and discovery of chocolate by the ancient Aztecs.

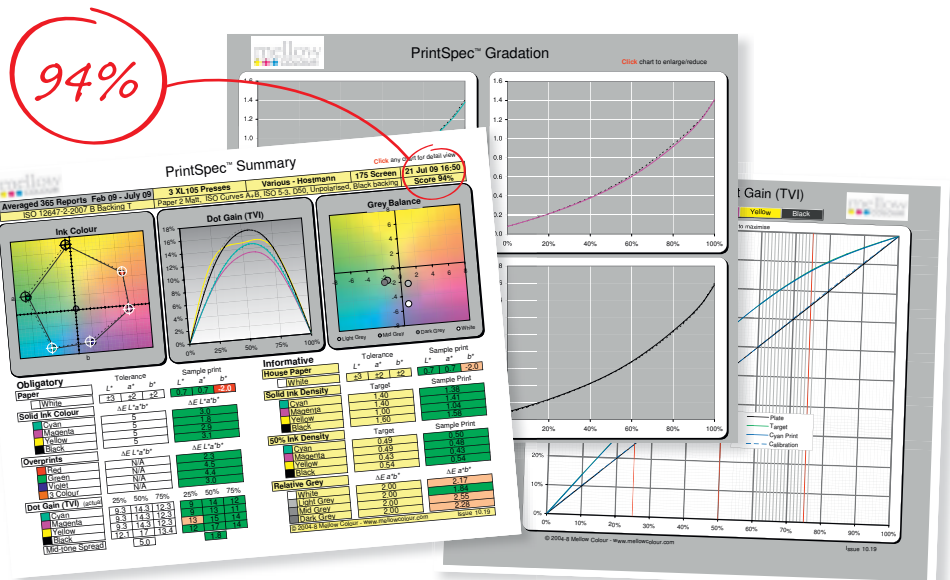
Our congratulations and thanks go to all our suppliers, clients and staff who assisted in the production of these fine examples of printing craftsmanship.

Colour Proficiency Proves Its Worth

As reported in the March edition of Hot Off the Press, Scott Print's accreditation to the international standard for colour printing is really proving to be a value added bonus to clients. Print Production Manager, Doug Henderson explained "We are really starting to see the benefits of all the hard work. Not only are the press operators matching the proofs faster across all paper stocks, but clients are also now providing lots of positive feedback on the consistent and accurate colour reproduction. Looking at the colour summary reports that we do each day gives us a very quick and extremely accurate picture of exactly how close to the international standard all three presses are printing. In fact we recently ran a combined report of each and every scan that we had done since the original certification in February this year through

to July, which resulted in an average score of 94%! This is an absolutely amazing result, particularly when you

consider that 80% is an acceptable pass and that the differences we refer to are totally undetectable to the human eye".



Scott Print Colour Profiles

The management of colour within the printing industry is an absolute science. Consider for a moment how many different mediums an image gets viewed on throughout its journey in print production. This journey could start with a photographer looking at a digital image, then there is the designer's monitor, perhaps followed by a colour printer. Once transferred to Scott Print it is opened and

viewed on a different monitor, output to a colour proof and finally ends up being reproduced thousands of times onto the paper stock. So how do we ensure that this image looks the same throughout the entire process?

This is why operating to an international standard is so important. Scott Print's recent accreditation to the ISO 12647

Colour Proficiency standard ensures that the printed result matches as close as possible to the proof, and this standardisation can now be passed on to the originator of the artwork by using Scott Print's Colour Profiles. *Keith Scrivens*, Pre Press Production Manager explains "We can now supply clients with profiles for both coated and uncoated stock that when used in the creation of artwork, will allow designers to view colour images on their monitors exactly as we see them here on our monitors, proofs and on the printed sheet. When used in conjunction with a colour calibrated monitor, clients can be confident in making colour adjustments to images in Photoshop knowing that what they are looking at on screen will be faithfully reproduced onto the final printed result."

Using these profiles has the added advantage of ensuring that the ink weight density in the shadows is also correct. Gloss or matt coated stocks require a maximum ink weight in the shadows of 320%, whilst uncoated and recycled stocks should be no more than 280%. These clever bits of software make the necessary adjustment to ink weight automatically without any loss of colour or clarity to the original image resulting in the best possible printed result regardless of paper stock."

Should clients be interested in exploring these benefits further, the profiles and the instructions for use are available at no charge from the Scott Print Sales team.



Emma Gellan, nominated 2009 Apprentice of the Year, checking the colour calibration.



Printing that leaves less of an impression on the environment

We are Perth's first environmentally certified printer. Being a Process Green printer is more than just printing on recycled or plantation sourced paper. Every part of our printing process, from the green electricity we use, to our petroleum free inks and recycling of our waste is designed to minimise our impact on the environment. So when you print with us, you can feel good you're printing in an environmentally sustainable way.

For impressively green printing call Scott Print on 9223 7788 or visit www.scott.com.au



Printed using petroleum free inks and green electricity on plantation sourced paper. Both paper manufacturer and printer are certified to the highest environmental standard.

