

## Why Marketers Choose Print

Reason #2:

# PRINT

## *Stands Out*

People today want tactile, visual experiences that don't feel disposable. Print meets this need. In fact, studies continue to show that well-designed and produced print pieces stand out, and our sense of touch creates lasting impressions.

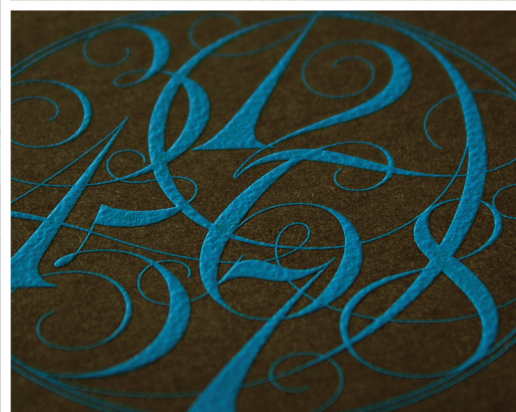
"Engraved print pieces stand out both literally and figuratively," explains Don Burdge, President of BurdgeCooper and Creator of the recent EngraveSF event.

"With engraving you can literally feel the image. Engraving also stands out because of its beauty. The lines are rich with detail, the colors deep and vibrant."

To get the facts about

## PRINT

visit [ChoosePrint.org](http://ChoosePrint.org).



To hear from attendees at the September 2015 EngraveSF event, scan the code or visit <http://tiny.cc/StandsOut>



## WHY MARKETERS CHOOSE PRINT, REASON #2: PRINT STANDS OUT

### Based On A Don Burdge Blog, Video and Interview

BY GERRY BONETTO

Studies continue to show that professionally-designed and well-produced print pieces stand out, and our sense of touch creates lasting impressions.<sup>1-4</sup>

So it's no surprise that engraving, as a printing process, is an excellent solution for helping clients develop brands and messages that convey trust, quality and success ... and that are remembered.

#### ENGRAVED PRINT PIECES STAND OUT – LITERALLY AND FIGURATIVELY

"In fact," says Don Burdge, National Director of Marketing for BurdgeCooper, The Ligature, and Complete Graphics, and Creator of EngraveSF, a recent hands-on event showcasing how engraving can enhance contemporary design, "engraving stands out both literally and figuratively. In the engraving process ink is placed on top of the paper so that you can literally feel the image. But engraving also stands out because of its beauty. The lines are rich with detail, the colors are deep and vibrant. Add metallic particles and you can make it look like a piece of jewelry!"

In today's marketplace, consumers are bombarded with both electronic and printed communications. The graphic designer's role in helping clients develop brands and messages that are noticed and remembered is more important now than ever before. Many designers are finding that engraving, a process that has defined fine printing for generations, is the perfect tool for creating beautiful printed messages that help distinguish a successful brand.

#### TRENDS IN THE MARKETPLACE

"A big trend today," Burdge states, "is the use of engraving in the packaging of high-end products such as wine. Vineyards want an engraved label for their \$100+ bottle of wine, to differentiate themselves in the marketplace. Makers of high-end whiskey, vodka and gin are making use of engraving in their packaging as well."

Burdge has also seen a resurgence in engraved note cards. Both individuals and brands are discovering that because it has become so rare, a handwritten thank you, for example, truly stands out. But as one brand discovered, the quality of the notecard itself can make a big difference in how the note is perceived.

"We made a beautiful engraved notecard for a well-known jewelry and luxury goods brand," Burdge explains. "Every time someone would buy one of their high-end products, they would receive a nice note thanking them for their purchase. Then someone at the company decided to go to offshore and get the cards made much more cheaply. There was so much backlash from the customers that the brand went right back to the engraved piece!"

The reality is, people want tactile, visual experiences that don't feel cheap or disposable. Well-done print pieces stand out because they meet this need.

#### NOTES

1. Two Sides, "Reading from Paper or Reading from Screens. What do Consumers Prefer?" May 2015.
2. Nielsen Touchpoints Shopper Survey, "Today's Empowered Shoppers & Opportunities to Reach Them," April 2014.
3. Eagleman, Dr. David, "A Communicator's Guide to the Neuro Science of Touch: Haptic Brain, Haptic Brand," Sappi North America, 2015.
4. Canada Post, "A Bias for Action: The Neuroscience behind the response-driving power of direct mail," July 31, 2015

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GERRY BONETTO is VP Government Affairs for Printing Industries Association, Inc. of Southern California (PIASC) and a Choose Print content provider. PIASC is the trade association for the graphic arts community in Southern California. Founded in 1935 and incorporated in 1944, today, PIASC is the largest graphic arts trade association in the nation. Choose Print is an educational campaign designed to promote the effectiveness of print and to reinforce the fact that print on paper is a recyclable and renewable and thus a sustainable environmental choice. Choose Print is sponsored by PIASC. Contact: ChoosePrint.org