

PRINT *is a team player*

Numerous studies have validated a simple truth: Print is a synergistic "team player" and a valuable part of the marketing mix.

Newspaper inserts and coupons influence store traffic.¹ Direct mail drives people to websites.² Print catalogs increase online sales³, newspaper print ads garner attention⁴ and magazine print ads result in action⁵.

For a proven way to drive sales and deliver results, choose print.

To get the facts about

PRINT

visit **ChoosePrint.org**.



Print is the Executive Professional's Choice
Over 90% of executives use print for business cards, resumes, and portfolios.

Print is Effective
Direct mail drives 10% more website visits than email.

Print is Sustainable
Recycled paper is the most sustainable choice for business cards.

Print is a Renewable Resource
12 million trees are planted each day to offset the paper used in printing.

Print Drives Online Sales
The average online sale is \$100. Direct mail drives 10% more website visits than email.

Print is Friendly
90% of adults prefer print over email.



PRINT IS A TEAM PLAYER

recycles

How "green" is print?
Very!

There's a popular myth that print on paper is a "wasteful product." The fact is, print on paper is one of the most recycled products in the world.

Here in the U.S., nearly three times more paper is recycled than is sent to landfills.

In fact, print on paper can be recycled over and over again an average of five times. Just one more reason why print is a surprisingly "green" option.

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To learn more, scan the code, or visit <http://bit.ly/PrintMyths>



PRINT RENEWS PRINT RECYCLES PRINT SUSTAINS

"To address climate change, we must use more wood, not less. Using wood sends signals to the marketplace to grow more trees and produce more wood."

People may think that by forgoing printing, they are saving trees and making the right choice for the environment. The truth...

- More Forests Exist Today: 12 million more than 20 years ago.
- Paper is Recycled Daily: 65.1% of all used for recycling in 2012.
- A Small Portion is Used: Daily 11% (20% for lumber; 53% for fuel).

To get more facts, visit ChoosePrint.org.



PRINT PROMOTES TREES

¹ Information Resources, Inc., Q4 2013 MarketPulse Survey
² UK Direct Marketing Association, From Letterbox to Inbox 2013
³ Kurt Salmon, Is the Catalog Dead? Not in the Omnichannel World, 2013
⁴ Goo Technologies, Consumer Impact and Engagement Survey, January 2014, and Nielsen, 2013 National Cross-Media Engagement Study
⁵ The Association of Magazine Media, 2013/2014 MPA Magazine Media Factbook



To learn more, scan the code or visit <http://tiny.cc/TeamPlayer>

