

PRESS RELEASE



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PIASC LAUNCHES THE "CHOOSE PRINT" CAMPAIGN TO PROMOTE A POWERFUL AND "GREEN" PART OF THE MARKETING MIX

LOS ANGELES, DECEMBER 7, 2010—What 570-year-old communications vehicle is preferred by 68% of adults versus electronic media;¹ has been proven to increase internet sales and online search; and boasts surprisingly "green" credentials? Print. Savvy marketers understand that the printed word on paper, enhanced with effective images, has enormous power to communicate ideas and drive sales.

Unfortunately, many overlook the effectiveness of print and have misconceptions about its environmental impact. The "Choose Print" campaign, sponsored by the Printing Industries Association, Inc. of Southern California (PIASC), aims to present the facts about the value and power of print, a recyclable, renewable and sustainable environmental choice.

Print Promotes Forests

"Many people think that by forgoing printing they are 'saving trees,'" states Bob Lindgren, President of PIASC. "However, the exact opposite is true. This is because the majority of fibers used to produce paper come from woodchips, sawmill scraps and recycled paper. The rest comes from trees grown in sustainable forests – essentially 'tree farms' that grow trees as a crop, like corn or potatoes. The demand for print actually gives landowners a strong financial incentive to plant more trees rather than sell their land for development."

Print Delivers Results

Studies have shown that printed media can be a significant driver of both online and offline sales. For example, a study conducted in 2008 showed that 39% of customers tried a business for the first time and 70% of customers renewed a business relationship because of a direct mail promotion.² Catalog direct mail advertising has been shown to provide a 7 to 1 return on investment,³ while online shoppers who receive a mailer directing them to the online site spend on average 13% more than those who do not receive the direct mail piece.⁴ Surprisingly, 67% of online search is actually driven by offline messages; 39% ultimately make a purchase.⁵

The Choose Print campaign will be launched on January 17, 2011. For more information about why print is a powerful and environmentally responsible part of the marketing mix, visit the campaign website at www.ChoosePrint.org.

¹*WhatTheyThink*, "Two Out of Three Americans Prefer Print Media," October 27, 2009. Via Print in the Mix.

²2008 DMA/Pitney Bowes Direct Mail Survey

³DMA, The Power of Direct Marketing, 2008-2009

⁴USPS FY 07 Catalog Whitepaper

⁵iProspect Offline Channel Influence on Online Search Behavior Study