



PRINT IS BIG

Printing plays a significant role in the U.S. and Worldwide economies. Despite the myths you may have heard, print is big, print is green and print is here to stay.

Print is Growing

Print is the original disruptive technology and brought knowledge to the masses. Today print is one of the largest industries in the world. Print eclipses auto-manufacturing and is more than 18X bigger than video games. While print technology and applications are certainly transforming, it is still growing every year worldwide.

Print is Environmentally Friendly

There are a lot of interests competing for marketing dollars today. As a result, the myth of print not being environmentally friendly has been very well promoted. The print industry, in fact, is not only environmentally friendly but is one of the most sustainable industries around. The industry makes tremendous investments in applying renewable energy sources and creating environmentally friendly supplies.

Print is Appreciated

In the last decade, while the digital marketing space has gotten noisier and considerably less effective, print has enjoyed a renaissance of increased conversion rates and marketing return on investment. Customers actually appreciate getting a nice postcard, well-designed catalog, or personal thank you note in the mail today.

Print Providers are Online

In only a few years many innovative companies have built impressive businesses combining the instant gratification of online with the physical printed world. Some have even discovered unique ways to harness the fleeting concept of social media in print form. Now, print companies ranging in size from your favorite local copy shop to the multi-national packaging manufacturer are quickly moving online. They are doing so at an increasing pace to keep up with their customers' 24/7 expectations and to take advantage of the extended reach the Internet brings.

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