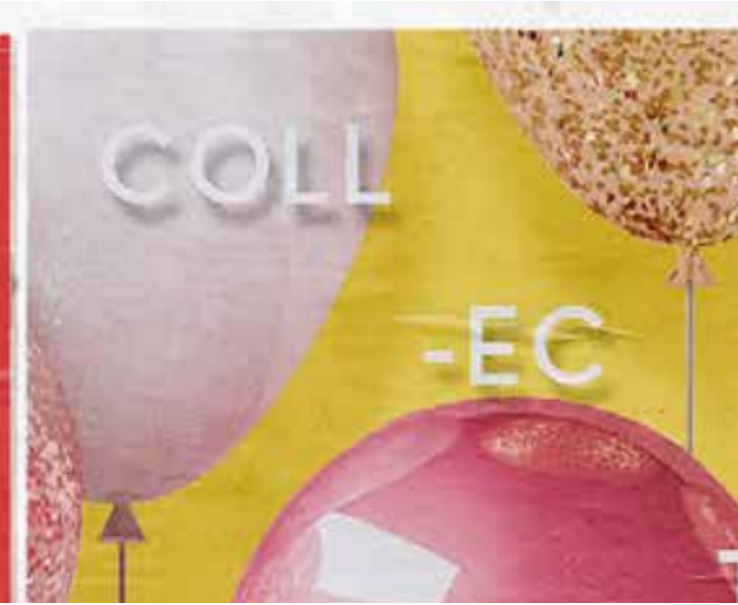
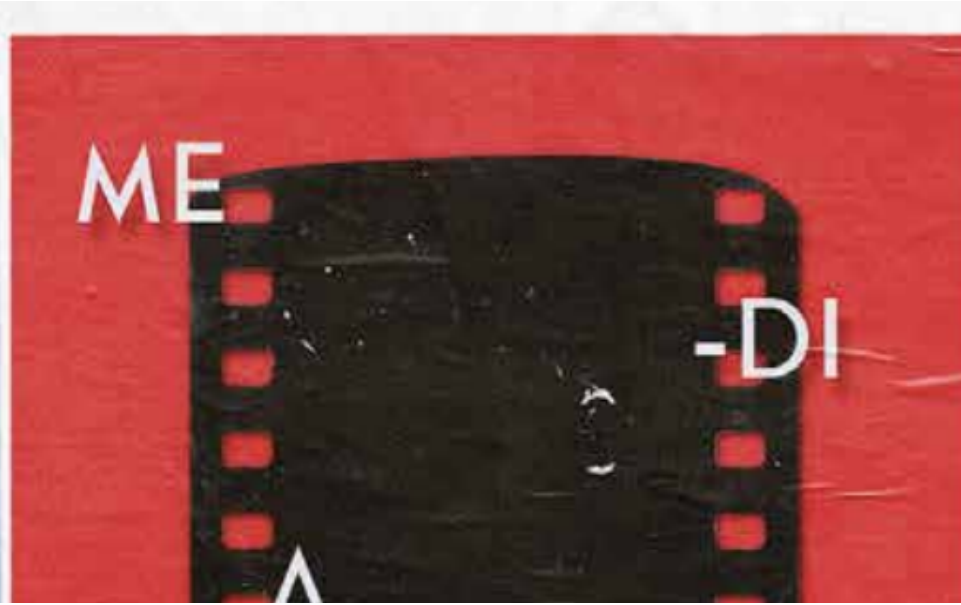


Would you like fries  
with that?





# The industry is growing and it's evolving.

**2017**  
Printing Industry - \$7.5BN  
5YR Forecasted Annual  
Growth: -2.1% decline

(Ibisworld, 2018)

**2018**  
Printing Industry - \$8BN  
5YR Forecasted Annual  
Growth: -2.1% decline

(Ibisworld, 2019)

Paper imports in  
significant decline  
throughout 2017 and  
2018.

(IndustryEdge, 2018)



Sensory  
embellishes  
deliver 30% of  
advertising  
effectiveness

## Value (*AND profit*)

Profit margins on digital  
print enhancements can  
achieve

**50%+**  
**INCREA**

### Embellishment and bespoke print delivers:

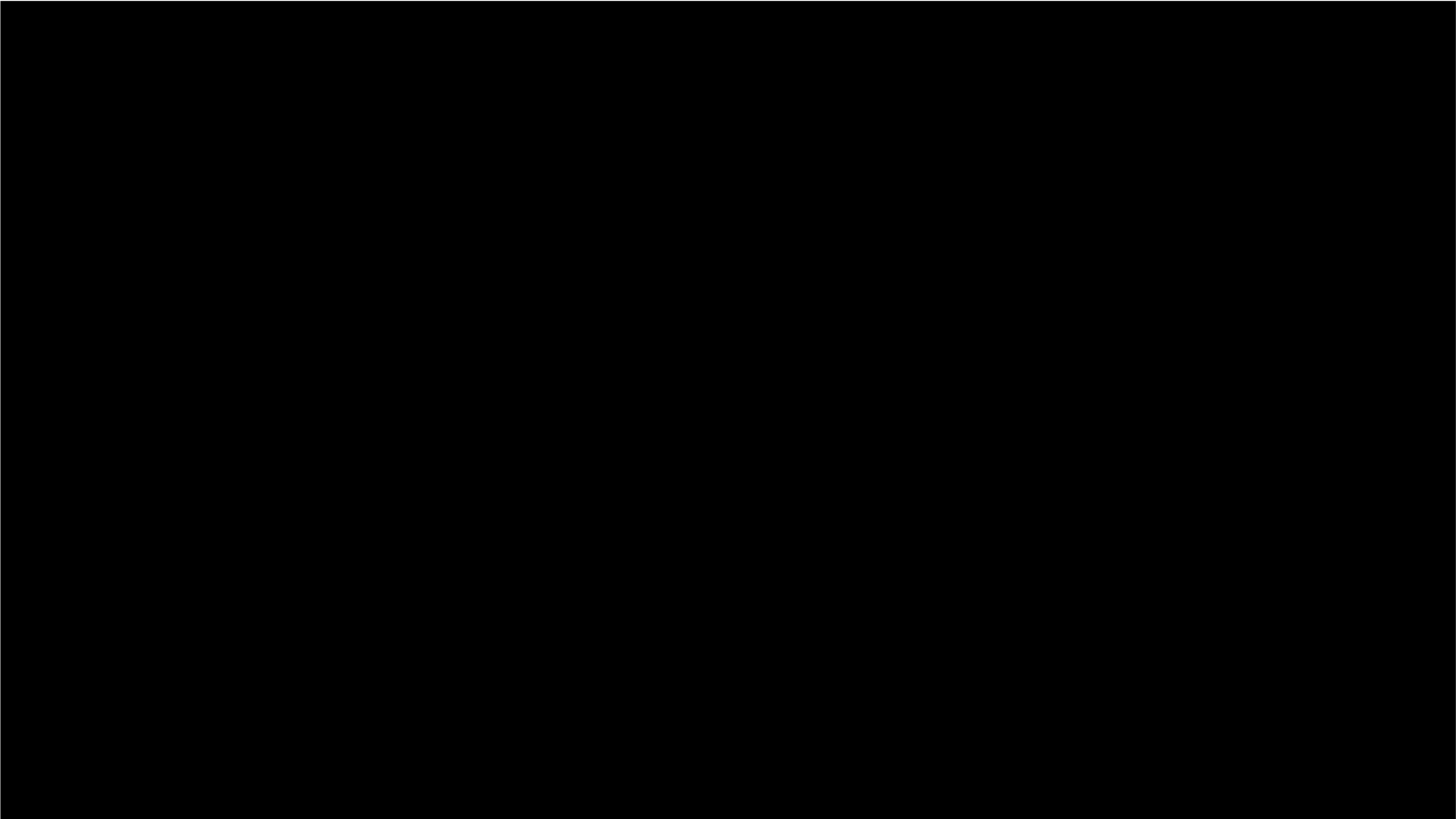
- ✓ Increased profit margins, particularly on short run jobs
- ✓ Versioning and variable data
- ✓ Creativity and memorability

# Give it meaning.





# Keep it simple.



# Add smarts that are cost effective.



# Add value – work in partnership.



# Add a splash of colour.

**80%** of  
people believe  
colour increases  
brand  
cognition

Consumers judge  
products in 90 seconds  
with  
**85%**  
judging on colour alone.

Coloured paper –  
added  
**58%**  
response rate



# Use technology well - effective QR.



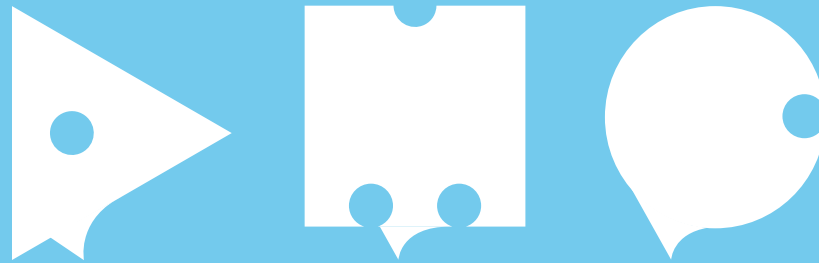
# Stand out from the crowd and sell emotion.





# Push your imagination and your suppliers.





the.  
real·media·collective

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