

Would you like fries with that?





The industry is growing and it's

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

(Ibisworld, 2018)

2018 Printing Industry - \$8BN 5YR Forecasted Annual Growth: -2.1% decline Paper imports in significant decline throughout 2017 and 2018.

(IndustryEdge, 2018)



(Ibisworld, 2019)

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.

of de données fin 2016

Vendredi 24 novembre 2017



soutlisateurs du service ont été dérobées.

protection en 2018 ?

la protection des données (RGPD), attendu pour mai in de notifier à la Cnit tout incident comportant des active personnel dans un délai de 72h [...] wirrerise pourra se voir infliger une sanction a 4% de son chiffre d'affaires », détaille Garance is la protection des données personnelles. Dear ad blockers users, we didn't want you to miss our banner ad.

So we put it here.



Add value – work in partnership.







Add a splash of colour.

80% of people believe colour increases brand Consumers judge products in 90 seconds with **85%**

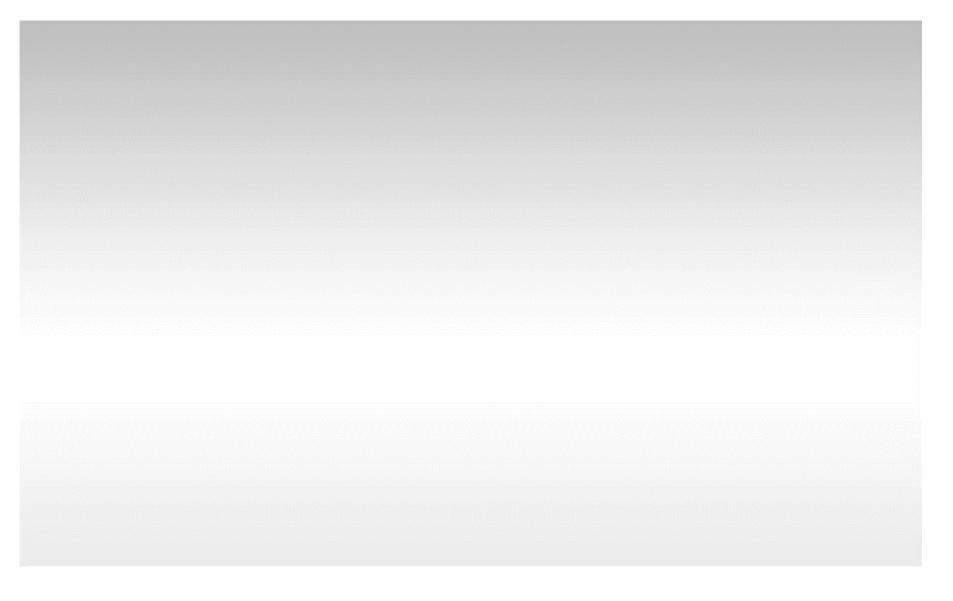
judging on colour alone.

Coloured paper – added 58%

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Use technology well - effective QR.





Stand out from the crowd and sell emotion.

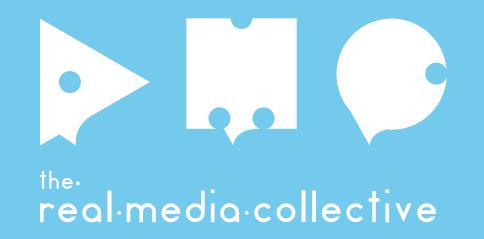


thereal-media-collective

Push your imagination and your suppliers.







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