

## Print Packs A Powerful Punch

Yes, it's a digital world. New day. New school. New way to reach customers. New wave of going green. But wait a second. How many times have you heard that old school still works, sometimes even better than new school.

Well, let's go back to school in understanding that print delivers a powerful punch, a knock-out blow necessary to really reach your customers, engage them and deliver a unique message that sticks. Print also tops the charts as a renewable and sustainable resource.

Of course, you think, a printing company would say this but significant scientific research bears this out. Numerous studies concur that print provides a right and left hook, namely attention and retention.

Not to get overly scientific here but it's all based on neuroscience, the brain's ability to receive and comprehend information. Viewers tend to quickly scan digital information. Readers spend more time absorbing printed information. Plus, printed materials trigger touch, which researchers say creates a bond, a feeling of ownership. Stop and look around your office and your home. How many printed items do you keep!

Let's go beyond science to the practical nature of print:

- You select the paper to convey the feel and to build your brand image.
- You deliver powerful images to blend with your words. No worries about how the computer's monitor receives color.
- You select the size and dimensions whether a traditional brochure, wall mural, die-cut, two-story banner, attention-grabbing, three-dimensional box, and more. You simply aren't limited to the shape and size of a monitor or the tiny screen on smartphones.
- You can deliver those messages with a type font that works on printed pieces but you shouldn't use in digital messages.
- And you deliver a marketing message that has legs, a permanence that can be passed around and saved for days and months to come.

By the way, don't buy the logic for a minute that the younger generations – the Millennials, GenXers, Ys and Zs – abhor print. Personalized messages delivered on print hit home. You also hit home since they actually find print a refreshing and welcome change. Yes, it's the old what goes around comes around.

Lastly, there are [many myths](#) about paper's impact on the environment. In fact, many corporations have changed their tune on the paperless movement as a way to "Go Green." Instead, these companies realize that paper is one of our most sustainable resources since it's one of the world's most recycled products. Paper companies have done an outstanding job in managing our forests in the United States as well, actually adding 1.3 million acres of forests annually from 2005 through 2015.

We at Swift Print Communications are committed to sustainability and protecting our environment. We reduce paper waste. We recycle not only paper but also shrink wrap and pallets. We use digital presses to print what you need, when you need it. We clean our presses with chemicals that reduce Volatile Organic Chemicals. We even reduce our energy usage by limiting our paper deliveries so we don't have to constantly open and close our dock doors.

Yes, print packs a powerful punch with your customers and for our environment. And you should deliver a proverbial one-two punch by combining old school print with new school digital marketing. Adding print to an integrated marketing effort complements your digital outreach by engaging customers with a lasting – and comprehensible – impression.

Find out how [Swift Print Communications](#) can add some punch to your printed marketing messages. No need to buy boxing gloves. Just give us a toll-free call at 800.545.1141 or we would welcome the opportunity to show you firsthand by arranging a visit. You can also follow us on [LinkedIn](#) and [Facebook](#).