

t touch



**Print is wonderfully tactile.** It's a warm, friendly, emotional experience that no other medium can replicate. Which helps explain why print is so effective. A well-designed print piece can cut straight through the digital clutter to deliver a message that has resonance, impact and staying power. Humans were designed to touch and feel. It's no wonder print is the preferred reading medium for people of all age groups. Learn more at [chooseprint.org](http://chooseprint.org).

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1 Harris Interactive survey on behalf of Earthtone, 2009

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