



WHY DESIGNERS CHOOSE PRINT, REASON #15: PRINT IS UNIQUE

"Print has always been my first love," states designer Sabine Lenz, Founder of PaperSpecs and Editor-in-Chief of Storyboard. "Because there's nothing that can substitute for print."

What makes print so unique? Quite a bit.

Print stirs emotions

As a tangible media, print often evokes a very strong emotional reaction. "You can give a great printed piece to somebody," Lenz explains, "and just watch their awe and see their response in their facial expressions."

Lenz frequently encounters this phenomenon when she hands out her business cards, which are printed on a very thick stock. As soon as they get Lenz' card in their hands people start subconsciously rubbing it between their fingers. "They talk to you," Lenz says, "but you know that they're touching, they're feeling. There's a tactile experience with print that people respond to."

Print stands out

With so much moving online, print presents even more opportunities. "If you print something amazing," Lenz points out, "you stand out even more than you ever had before. It has to be part of your marketing! And if you have some good paper, great color and texture there's so much that you can do."

In fact, Lenz ensures that the cover treatment of each issue of Storyboard, a magazine devoted to showing great design case stories across all media, makes the most of print's possibilities. "We try to take the cover story and use a finishing touch that actually enhances the story," Lenz states. "For example, we might use multiple level embossing or foil stamping. We showcase options that designers can then use on their own projects."

Print adds credibility

Storyboard often features interviews with well-known designers. When Lenz ran into one of these design-world celebrities at a conference a few months after the story had run, the woman's response was a great example of the credibility that print enjoys. "I told my kids," she said to Lenz, "look how important your mother is. I'm in print!"

"She also mentioned that she left the magazine on her coffee table for days," recalls Lenz. "And this is somebody who works in the digital realm for a living! All of a sudden she was in print and it made it so much more real, so much more important. Print is unique, and it's alive and well."