



WHY DESIGNERS CHOOSE PRINT, REASON #11: PRINT GETS NOTICED

As the President & CEO of Thoro Packaging, Jan Steiner has worked with a lot of designers. She understands that designers want to use their creativity to help their customers sell their products...and that for many products, packaging is an obvious way to do that.

"With the new embellishments, die cuts, coatings and more," states Jan, "there is a huge realm of possibility out there right now that enables print and the printing process to take a package from 'just a box' to 'wow!'"

"For example," Jan explains, "we collaborated very closely with a designer who was working with a client in the cosmetic industry. Like most companies, they wanted their packaging to be unique.

"When they first started out they were quite small and had been putting their products in paint cans. But now they realized that they were outgrowing that packaging and needed something much more functional.

"Working with their designer and using a variety of printing options we were able to create some truly beautiful packaging. This attention-getting packaging, in turn, got the product noticed by all the right people. It helped them get the product into Sephora, Nordstrom and other high-end retailers. And it helped sell the product through to the consumer."

In fact, the packaging was so successful that it actually became part of the product's trademark. "Obviously the product itself was good, too," adds Jan. "But print and packaging can take a great product and make it look that much greater."

Of course, as research has proven, packaging is not the only area in which print gets noticed. For example, a study by the Direct Marketing Association found that 78 percent of consumers notice direct mail and react to it immediately¹, while another study found that 59 percent of readers took action or plan to take action as a result of exposure to specific print magazine ads.² Newspaper ads get noticed, too. In a recent Nielsen study about advertising efficacy, print newspapers came out on top.³

It's no wonder designers choose print. Print gets noticed...and all that attention drives results!

¹ UK Direct Marketing Association, From Letterbox to Inbox 2013.

² The Association of Magazine Media, 2013/2014 MPA Magazine Media Factbook.

³ Nielsen, 2013 National Cross-Media Engagement Study