

MUSINGS...



One of Mark Twain's most famous quotes is "The reports of my death have been greatly exaggerated." This directly applies to the print industry, in that there is a renewed understanding of the value of printed materials and with it a blossoming of creative applications. My belief in the power of print increased exponentially after I attended GraphExpo in Chicago, the annual printing convention. Simply put, I am bursting with pride for

the printing and graphic design industries as they innovate and create new ways to communicate with our target audiences. IPG is continually evolving with the printing times – that is the beauty of being a printing broker. There is an abundance of innovative printing techniques: printing presses and unique finishing treatments that make my heart go pitter-patter. When showing clients the new multi-layered UV finishes, special foil treatments, and creative laminating they, too, are blown away. Savvy marketers know that we need to use print collateral and direct mail along with banner ads, emails, social media and are continually looking for new ways to grab prospects and clients attention – our new tagline "Want to get noticed? Think print..." has worked for IPG. Anecdotally, many of you received our postcard announcing our move. We used a new multi-level, dimensional UV on a digitally printed postcard. The response was nothing short of fabulous.

PAPERS GALORE The paper companies: Neenah, Mohawk, Sappi, and others continue to create exciting new papers, vibrant colors and stunning presentation swatch books to help us and our clients expand their creativity. Let me know if you are working on a branding project or a new creative and would like to see the elegant papers available or maybe you are looking for a "wow" – we sure can help.

MUSINGS... continued

What's new with IPG? As Stephen King said "Sooner or later, everything old is new again."

IPG MOVED TO VARICK STREET For 75 years the New York printing industry was based on Varick Street in West Soho. There are scarcely any printers left having moved to New Jersey, Long Island City and Connecticut. But IPG bucked the trend! We had to move as our location in TriBeCa for 15 years is being turned into condos – not surprising in TriBeCa. But we have a great space here and believe, in this case, that change is good. This old printing Mecca is now filled with photo studios, ad agencies, and PR firms – the new Madison Avenue perhaps?

IPG'S OTHER CAPABILITIES We at IPG create beautiful and demanding work for our clients. I sometimes fear, however, that firms do not realize we also do business cards, labels, forms, memo pads, trade show collateral, and promotional items. We can have these setup with your own portal for online ordering of items if quantities are warranted.

AWARDS We were thrilled to be awarded two prestigious Graphic Design USA Magazine awards for packaging designed by Steve Goulbourne and his team at Hudson News. See page 5 for the imagery of their remarkable creativity.

As always, we are here to help with your wild creativity and support you with your crazy deadlines.

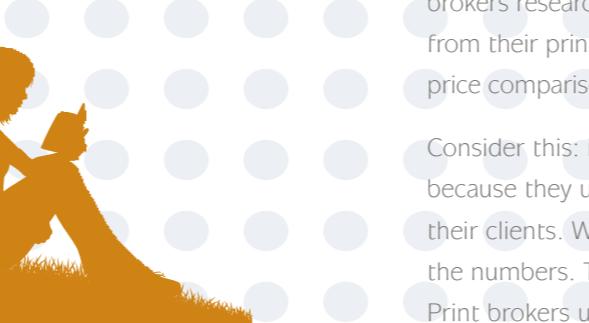
WHICH BRINGS ME TO "PRINT BROKER OR NOT TO PRINT BROKER"

What's the difference between a printer and a print broker?

Scenario: IPG received a call on a Monday morning from a client needing ten large format mounted posters to be delivered by Friday morning to a hotel in Florida for a global meeting taking place over the weekend. Now this client is a very organized company but – as we know – stuff happens... By the end of the day the ten posters had become 214 posters. As not one company can produce that many in such a short time, we used three of our top-notch digital suppliers and delivery was made Friday morning. Problem solved... That is what print brokers do – solve problems

mailing services. At IPG, our first question is when does it need to be delivered. Then we work backwards "begin with the end in mind." (Thank you Stephen Covey!) Then we go to work finding the most effective and economical printer. IPG uses printing companies in the New York metro area only. This provides us control on the printing and delivery times.

Most companies no longer have the luxury of a dedicated production person to research the right printing press of the job, the appropriate substrates, the precise envelope and, the all-essential, postal regulations. Oftentimes it is more cost effective to go to a print broker than a commercial printer as print brokers research the most efficient way to print and get competitive pricing from their print and paper suppliers. Our suppliers are well aware that we get price comparisons for each print job and the prices we are given reflect it.



Scenario: We were engaged to print a year-end brochure for a financial industry client and suggested they might want to try a similar paper for this upscale brochure for a price savings. We presented the client three papers – all with the look and feel of the specified sheet and were able to save approximately \$10,000 in the cost of the brochure. A skilled printing broker knows papers and aids clients with price savings along with creating a more attractive and better outcome brochure.

IPG believes a printer's responsibility is to bring clients options: what are the hottest new papers and what are the cutting-edge presses available to create that memorable brochure.

Printers often have to limit their resources to the equipment on their printing floor. Print brokers have a wide-array of presses: digital both small and large format; offset sheetfed and web; letterpress, silk-screening,

ART AND SCIENCE

"TOUCH HAS A MEMORY." – John Keats

The famous English poet, John Keats, got it right and while he probably wasn't thinking of print on paper when he penned this line, the connection is obvious to us. Our customers not only want to see our work but they also want to experience texture and quality – and there is a scientific reason for this. The touch and feel of our communication is as important as its color and form. According to research by Dr. David Eagleman,

Director at Baylor College of Medicine's Laboratory for Perception and Action and The Initiative on Neuroscience and Law, "human touch represents a powerful form of non-verbal communication. Our sense of touch plays a fundamental role in daily life, from learning about objects to communication with other people." This is how infants learn about their environment and bond with other people. The sense of touch is always active, undiminished as we age. It is ageless. This is called the science of Haptics.

SAPPY PAPERS AND NEUROSCIENCE

Sappi recently published 'A Communicators Guide to the Neuroscience of Touch – Haptic Brain/Haptic Brand'. Sappi invited Dr. Eagleman to explore how the things we touch shape the way we feel. The book discusses how things feel drives our thoughts and behaviors, influences our comprehension and retention of information and profoundly shapes our emotional connections. The Guide looks at communication through the lens

The sense of touch is always active, undiminished as we age.

of neuroscience, exploring how media shapes the brain and, consequently, the way a brand is perceived. It offers inspiration and education to designers, marketers and brand owners and shares guiding principles for all to use as touch points.

Scientific experiments have shown that people value something they can see and touch 24% more highly than something they can only see. Research shows us that more than half the brain is devoted to processing sensory experience and much of that focuses on touch.

QUALITY MATTERS

In a 2015 Eagleman Lab study, subjects read a company brochure on high-quality coated paper, lower-grade uncoated paper, or online. Design

was similar for all, and companies were randomly assigned a medium. The study found that those who read on high-quality paper understood and remembered the content best by significant margins. Companies presented on the coated paper left the best first impressions and were found most trustworthy, and people were most likely to recommend those brands to

friends. A week later people still preferred the companies they read about on the high-quality paper, with name recall for those brands highest by a factor of 3:1.

TOUCH IN RELATIONSHIPS

In his book, *Touch: The Science of Hand, Heart and Mind*, Dr. David Linden convincingly argues that the "genes, cells and neural circuits involved in the sense of touch have been crucial to creating our unique human experience." Touch can actually feel physically different based on the social context of the encounter. Consider the example of an arm around the shoulder, said Linden: Whether it's coming from a good friend, your lover, your boss or a person you don't like very much will change the way you experience that touch, even if your skin is being stimulated in the exact same way.

PRINT CATALOGS AND TOUCH

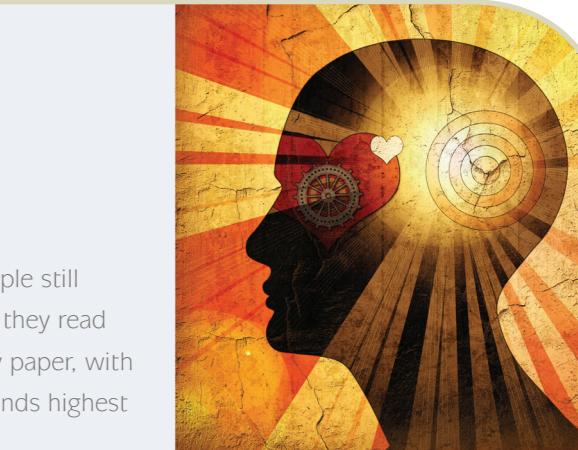
Retailers understand the benefits of touch - and they found out the hard way how vital a print catalog is in servicing their old customers and getting new ones. The *New York Times* survey showed that sales plummeted for retailers that shifted to online catalogs. The haptic qualities of catalogs were sorely missed. Denise Lee Yohn wrote in the *Harvard Business Review* that retailers are starting new catalogs and some are expanding their existing catalog offerings.

Multi-channel shopping and buying is on the rise. Nordstrom reports that customers who have a multi-channel relationship with the brand spend four times as much as those who do not.

SENSORY EXPERIENCE OF DIRECT MAIL

The physicality of a direct mail piece, the feel of it in your hands, adds another dimension to the brand experience. Again research proves that when multiple senses are triggered and, finally, touch and holding paper promotes a sense of ownership, an important value. There is a higher emotional intensity via direct mail when multiple senses are stimulated. For non-profit organizations, the direct mail channel often delivers between 60 and 80 percent of total revenue. The email channel provides between 5 and 15 percent.

Studies show that drinking wine is more pleasurable and is perceived to be of higher quality than wine drunk from a plastic cup. So here is a toast to paper, splendid paper, and its haptic qualities.



TWO SIDES

Print and Paper
have a great
environmental
story to tell



Two Sides is a global initiative created by companies from the graphic communications industry including forestry, pulp, paper, inks and chemicals, pre-press, printing, finishing, publishing, envelopes, and postal operators. Integrated Printing & Graphics is delighted to be part of this august group of industry leaders. Our common goal is to promote the sustainability of the Graphics Communications Industry and dispel common environmental misconceptions by providing users with verifiable information on why print and paper is an attractive, practical and sustainable communications medium.

In addition to the sustainable advantage of being made from a renewable resource, paper is the most recycled product in the world. Since we began tracking how much paper gets recycled in North America back in 1990, the recovery rate for used paper has increased dramatically. We're not only recovering more, but we now know how to get the most environmental and economic benefits from using recycled paper in new products.

Consider the following when you choose between printed and digital communication materials for your company:

Myth: Making paper always destroys forests

Fact: Paper production supports sustainable forest management. Over the last six decades, the net total US forest area has increased by 3% and the net volume of trees on timberland has increased by a whopping 58%. Most pulpwood harvested in the US (89%) comes from private land. The income landowners receive for trees grown on their land encourages them to maintain, sustainably manage and renew this valuable resource.

Paper is the most recycled product in the world.

Myth: Paper is bad for the environment

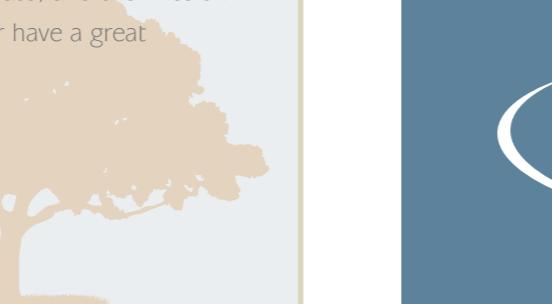
Fact: Paper is one of the few truly sustainable products.

In North America, paper is recycled more than any other commodity and the benefits include: extending the wood fiber supply, reducing greenhouse gas emissions by avoiding methane emissions, contributing to carbon sequestration; reducing energy needed for paper production and saving landfill space.

Myth: Making paper uses a lot of energy and has a high carbon footprint

Fact: Much of the energy used is renewable the carbon footprint is surprisingly low.

Since 1990, US pulp and paper mills purchased energy (from fossil fuels) use per ton of production has been reduced by 25.5% and 14.6% since 2000.



IPG WINS GRAPHIC DESIGN USA AWARDS

IPG is thrilled to have won two 2016 Graphic Design USA design awards in the category of Logos, Identity and Branding for Packages designed by the Creative Team at Hudson News. The team led by Steve Goulbourne, VP Creative Director and joined by Rob Thatcher and Adrian Aquino is nonpareil in creating memorable and valuable print collateral. They design the piece and IPG figures it out how to get it done. IPG has printed on wood, plastic, fabric, and even paper... We have printed offset, digital, embossed, and silkscreened – you name the printing treatment and IPG has done it for Hudson. We are fortunate to be a part of this award-winning creative group of folks for many years running.

I have been very fortunate to have met and worked with IPG over these last 5 years. Maralyn and her team are dedicated to the job like no others. They are willing to do what it takes to get the job done. Needless to say, if Maralyn and IPG weren't the dedicated people they are, I would not continue to be where I am today. Thank you IPG, for your tireless dedication.

– Steve Goulbourne, Vice President, Creative Director Hudson Group



The custom binder and box created for the RFP for the **St. Paul Minneapolis Airport Request for Proposal (RFP)** was designed to imitate a luggage roller. This custom box and binder was had spot rubber UV for the hangtag, soft touch lamination, cloth handle, spot gloss UV and custom tabs.



The **Chicago Midway RFP** was also a tricky one... a box within a box to house custom binders. Die cut slip cover, soft touch lamination, cloth handle, spot gloss UV and custom tabs.

OUR MISSION

Throughout our years in the printing industry – from producing sophisticated fashion catalogues to envelopes and labels – our dream was to build an organization that would help our clients with their design and printing needs, and reduce their stress as much as humanly possible.

WHAT DO WE DO? We take on the design and printing responsibilities for clients - from seemingly simple forms and stationery to complex marketing brochures - with the ideal mix of high-quality printing, exquisite design capabilities, on-time delivery and fair prices.

OUR PROMISE: We will reduce your stress and thrill you with our work.

OUR CAPABILITIES

PRINTING: Sheetfed and Web Offset / Digital / Embossing / Engraving / Silk Screening

PRINT DESIGN: Brochures / Catalogs / Direct Mail / Events / Packaging / Media Kits / Stationery / Trade Shows

WRITING SERVICES: White Papers / Corporate Brochures / Marketing Collateral / Fundraising Appeals

FINISHING: Die Cutting / Die Scoring / Foil Stamping / Mounting

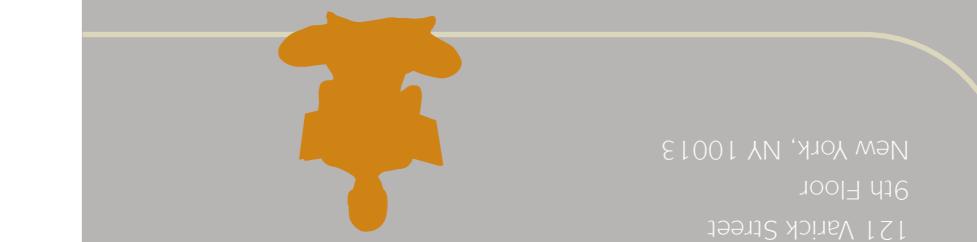
SPECIAL BINDERY: Eyelet / Japanese Bind / Notch Bind / Perfect Bind / Wire-O

PROMOTIONAL PRODUCTS: Gifts / Awards / Apparel



IPG

TALKING POINTS



121 Varick Street
9th Floor
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