



# Improve Your Communications and Help the Planet

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45 trillion pages printed annually around the world



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How much of this paper has actually been read?



# Paperless Society?



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- Average per capita paper use worldwide is **50 kg**



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- Email and the internet has increased paper consumption by **40%**
- Average per capita paper use worldwide is **50 kg**
- Average US Government employee prints **30 pages** a day



# More Paper – Less Communication

Office workers throw away  
45% of printed paper per  
day



30-40% of books  
printed are never  
read and destroyed



**Variable Data Printing**  
Direct mailing and targeted marketing to personalise your print



Effective, timely, targeted and relevant customer communications





# Digital Printing



# On-Demand Printing



# Distribute-then-Print



# Direct Mail



# Improve Communications....



...and reduce your  
Environmental Footprint



# Printing

## Offset and Letterpress

- VOCs – emitted as the ink dries
- Heavy metals in certain pigments
- Non-renewable resources – oils usually petroleum-based



Offset printing leads to up to 50% of over-run waste on short-run printing jobs

SOURCE: The Rochester Institute of Technology



# Printing



## Digital Print

- Dry non-toxic inks – reduced air emissions
- 80% less noise
- No liquid emissions
- No use of hazardous materials
- 97% of components are recyclable or re-manufacturable



# On-Demand Digital Printing



- Produce the precise volumes required
- Affordable short runs
- Eliminates hard proofing through soft proofing on printing device
- Eliminates inventory requirement.
- Eliminates storage costs
- Update information as and when needed
- Reduces waste and carbon footprint



# On-Demand Digital Printing

## Scottish government publications

*“the Scottish government is looking to significantly reduce its print output and is turning to*

***print-on-demand***

*solutions to achieve*

***savings in excess of £2m***

*and to benefit the environment”*

New Scottish Government Strategy:  
Reduce costs  
and benefit the environment

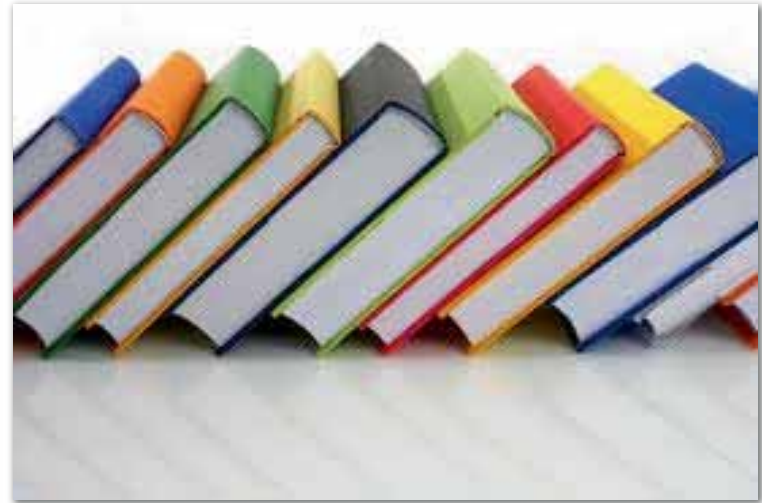


John Swinney  
Cabinet secretary for finance  
and sustainable growth  
(30<sup>th</sup> January 2008)



# Digital Print and Publishing

- 50% of all books have sales of under 250 pieces
- In 2009, in UK 50% of titles sold an average of 18 copies

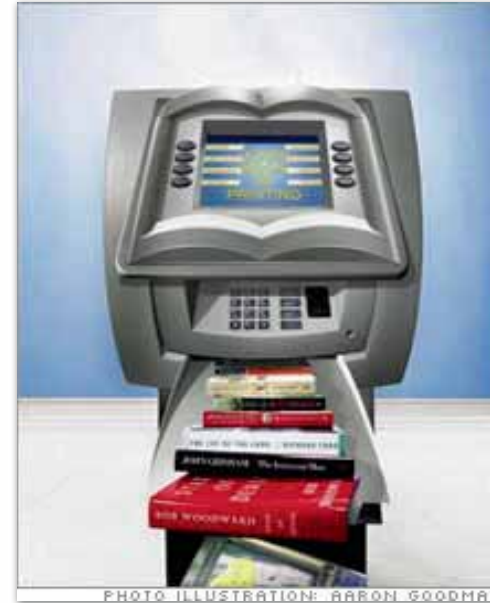


- 30-40% of books printed are never read and destroyed
- In 2009, UK pulped 77 million unsold books

# Digital Print and Publishing



On-demand production



Distribute-then-print at the point of need

Electronic job ordering and submission



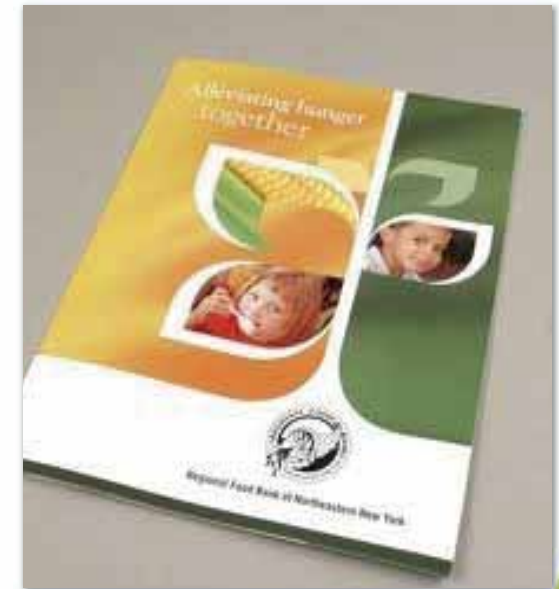
Green paper choices





# Digital Print and Marketing Collateral

- 80 billion pages in the US
- Digital printing benefits:
  - ❑ Print on Demand
  - ❑ Variable and personalised content
  - ❑ Automated production and tracking
  - ❑ Fast turnaround
  - ❑ Up-to-date content
  - ❑ Web-to-print
  - ❑ Lower costs

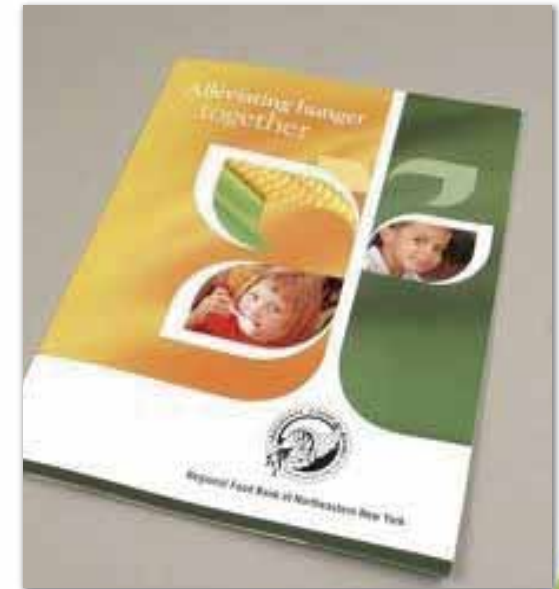


# Digital Print and Marketing Collateral



## Environmental Benefits:

- Reduced waste - no obsolete inventory
- Print at point of need
- Less warehousing
- Less distribution & transportation
- Electronic job ordering
- Green paper choices



# Case Study

- Generic information sent to each student
- Prospectus mailed, averaged 200 pages in length
- 75% of the information was not relevant to the student



Anglia Ruskin  
University



# Case Study

- Print on Demand prospectus
- Web to print
- Variable content tailored to students needs
- Reduces size of prospectus by 70%
- Save 80p per prospectus



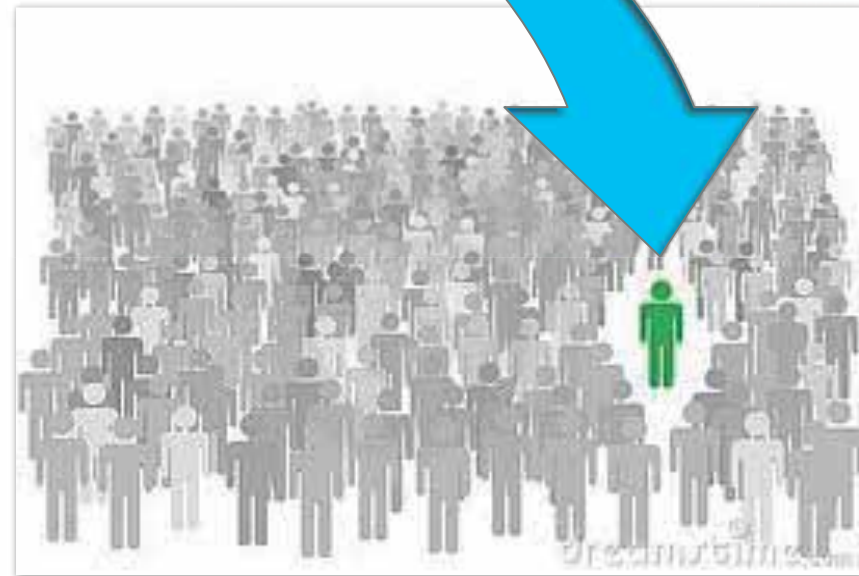
Anglia Ruskin  
University



# Direct Mail



# Direct Mail



# Direct Mail and Digital Printing



- Variable information printing enabling highly relevant and personalised content
- Reduces page count due to customisation
- Reduces print runs through targeted communications
- Reduces waste and destruction costs due to test runs and publications being up to date
- Better customer response
- Greater return on investment

# Direct Mail – Case Study



Tui - Leading multinational travel company

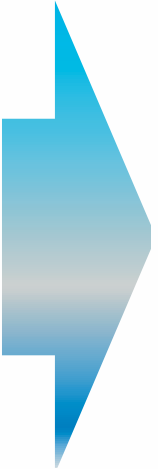




# Direct Mail – Case Study



## Tui - Leading multinational travel company

- Mail tickets and itineraries in multiple pieces
  - Generic designs and non-friendly jargon
  - Subsequent messages arrived as leaflets
  - Airport and resort information not customized - each customer received the complete directory
- 
- “TUI Vacation Booklet”
  - Personalised
  - Digitally printed
  - Automated process - fast
  - Variable imaging

# Direct Mail



- Reduced paper consumption and environmental impact of distribution
- Eliminated warehousing
- Cut postage costs by third
- Enhanced booklet value by tailoring to travellers' trips
- Reduced number of confusion calls and increased calls for additional bookings
- Boosted advertising revenues with personalized ads
- Reduced lost tickets by integrating all travel documents into a single booklet
- Revenues up by £1million/year



# Transactional-promotional communications

Leveraging variable data printing to add relevant personalized customer promotions

**B.R. - Your Statement**  
Statement Date: 08/12/2008 Member Number: 12406780124 PIN Number: 1234

**More rewards, faster.**  
B.R.,  
Stay with us any 2 or more nights this fall and receive Double Points or Miles when paying with a MasterCard® card.

**B.R. - Your level at a glance**

Current elite level	Gold
YTD number of nights	11
Nights needed to reach Platinum level	5

For reservations (U.S. and Canada)  
Call: 1-800-780-7234  
or  
Book online:  
[www.bestwestern.com](http://www.bestwestern.com)

Beginning Balance	Points Earned	Points Carried	Points Deducted	Ending Balance
100,000	+ 100,000	- 100,000	- 100,000	100,000

Your transaction details as of 05/12/2008

Date	Description	Check-in	Check-out	Nights	Points	Bonus points	Total
08/01/2008	Best Western Inn, Tampa	08/01/2008	08/02/2008	1	1,000	1,000	1,000,000
08/02/2008	Transaction 02	08/02/2008	08/04/2008	2	10,000	10,000	1,001,000
08/04/2008	Transaction 03	08/04/2008	08/05/2008	1	10,000	10,000	1,011,000
08/04/2008	Transaction 04	08/04/2008	08/06/2008	2	2,000	2,000	1,111,000
08/05/2008	Transaction 05	08/05/2008	08/07/2008	1	20,000	20,000	1,131,000

**Earn Points faster with your Best Western MasterCard®.**  
Thank you for being a loyal Gold Crown Club member. Use your Best Western MasterCard® to pay for your stays and earn an additional 10 points for every \$3 you spend.

Learn more at [www.bestwestern.com](http://www.bestwestern.com)

**factura**  
Factura número: 0405/010  
Fecha emisión: 04/05/2010  
Nº de cliente: 9923456

**servicios**

ADSL 16 MB + llamadas nacionales	18,90 €
del 15/04/2010 hasta 12/05/2010	
Línea de teléfono	13,00 €
del 15/04/2010 hasta 12/05/2010	

**consumo**

llamadas locales	0,00 €
llamadas provinciales	0,00 €
llamadas nacionales	0,00 €
llamadas tarifas especiales (19vecentos)	1,00 €
del 15/04/2010 hasta 12/05/2010	

**TOTAL**

SERVICIOS	31,90 €
consumos	1,00 €
<b>Total cargos:</b>	<b>31,10 €</b>

**Historico**

**Carlos,**  
Tienes 4.536 puntos acumulados

Llévate este teléfono inalámbrico digital por 0€  
Cámbiate los puntos en [www.nuvnet.com](http://www.nuvnet.com)



# Transactional-promotional communications



Reduces print and mail volume



...reducing production and postage costs, paper usage and delivery related carbon emissions



# Transactional-promotional communications



Electronic job ordering and submission



Green paper choices



Duplex printing



Read by 95% of recipients





Improved  
Communication

*We challenge you  
to communicate  
more responsibly.*

Digital  
Printing  
Advantage



Improved  
Business  
Success



Reduced  
Environmental  
Footprint





**Thank You For Listening**



**Improve Your Communications and  
Help the Planet**

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