Colour impacts the first impression and can make a difference between reading a communication piece or throwing it away, between effectiveness and waste. It has a language of its own and can be very emotional. No matter if it’s a leaflet promoting health, a product guide or a telephone directory.

Colour emphasizes, identifies and turns any message into a stronger message. Think about it before printing.

**COLOURS CATCH THE EYE**

(Impact of colour vs. black and white communication)

<table>
<thead>
<tr>
<th>Category</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Increase in readers’ attention spans and recall</td>
<td>82%</td>
</tr>
<tr>
<td>Colour makes information more likely to be remembered.</td>
<td></td>
</tr>
<tr>
<td>Readership rates</td>
<td>80%</td>
</tr>
<tr>
<td>Colour is an invitation to read and a way to emphasize critical information.</td>
<td></td>
</tr>
<tr>
<td>More memorable impressions</td>
<td>39%</td>
</tr>
<tr>
<td>Colour leaves a longer lasting mark for direct mail or marketing collateral.</td>
<td></td>
</tr>
<tr>
<td>Increase in response rates</td>
<td>44%</td>
</tr>
<tr>
<td>Colour highlights your contact or message, potentiating the desired reaction.</td>
<td></td>
</tr>
<tr>
<td>More chances to be prioritized</td>
<td>55%</td>
</tr>
<tr>
<td>Colour gets a customer to open your mail before opening another. It captures their attention.</td>
<td></td>
</tr>
</tbody>
</table>

**NAVIGATOR GUARANTEES THE BEST RESULTS IN EVERY DEMANDING PRINTING JOB THAT REQUIRES COLOUR USAGE.**
COLOUR BOOSTS PRODUCTIVITY

**Improvement in document sorting**
Colour allows you to identify documents more easily, by highlighting names, authors and subjects.

**Increase in payment response**
Colour permits to highlight amounts and dates, adding a sense of urgency to invoices.

**Time gain**
(Highlight colours compared to a different font)
Colour saves time, allowing people to find information faster and spend time performing more critical tasks.

**More quickness locating documents and data**
Colour cuts the 1.5 hours spent reading black-and-white documents to about 0.5 hours.

**Reduction in search time**
Colour saves time and increases efficiency by highlighting the important information.

**Less errors**
Colour makes information more clear and easier to manage.

COLOURS IMPROVE COMMUNICATION

**Increase in comprehension**
Colour allows your message to be understood faster and more clearly. It saves time and money.

**Increment in learning and retention**
Colour turns team training into a more productive process.

**Boost in survey participation**
Colour makes it unnecessary to repeat mailings, once it grabs peoples’ attention more easily.

**Better reading comprehension**
(Highlight colours compared with bold text)
Colour proves to be more effective than bold font type. This is valid for training material, for example.

**Increase in motivation levels**
Colour makes any paper more attractive to pick, to read and to respond.

COLOURS BOOST SALES

**RISE IN SALES**
Colour is a key sales promoter in collateral materials, sales brochures and other consumer communications.

**MORE BRAND RECOGNITION**
Colour is one of the most important assets in brand identity. Recognizing the brand is the first step to buying it.

**Sources**

www.navigator-paper.com