

# STAND OUT IN COLOUR

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)

Increase in readers' attention spans and recall

82%

Colour makes information more likely to be remembered.

Readership rates

80%

Colour is an invitation to read and a way to emphasize critical information.

More memorable impressions 39%

Colour leaves a longer lasting mark for direct mail or marketing collateral.

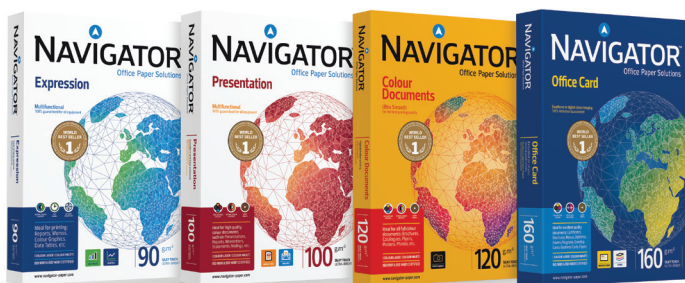
Increase in response rates 44%

Colour highlights your contact or message, potentiating the desired reaction.

More chances to be prioritized

55%

Colour gets a customer to open your mail before opening another. It captures their attention.



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

70%

## Increase in comprehension

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

78%

## Increment in learning and retention

Colour turns team training into a more productive process.

80%

## Boost in survey participation

Colour makes it unnecessary to repeat mailings, once it grabs peoples' attention more easily.

14%

## 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.

80%

## 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.

80%

## MORE BRAND RECOGNITION

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

80%

## SOURCES

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