

PressLines

Volume 23, Number 1 | Winter 2013

Our 2013 Market Outlook Tune into the Right Channels

This year could actually be fun again. The economy is improving steadily while the communications revolution advances boldly forward. Finally, we are moving beyond survival mode as we again see emerging opportunities for growth and profitability.

Your 2013 Goal: Complete Customer Engagement

We probably all agree that the marketing world is more complex and demanding than ever. Channel choices abound, challenging marketers to find the right formula for targeted audiences that can be discriminating and elusive. The big winners in 2013 will be those companies that deliver a clear message that engages their best customers and prospects across multiple channels.

Promoting products through your catalog and website won't



be enough. To fully engage customers, you'll also need to reach them through email, Facebook, Twitter and YouTube, as well as other traditional media outlets from newspapers to trade shows. Timing and integration will be everything.

It's Still All about the Brand

Although multichannel marketing will move full speed ahead, don't forget that your brand is still your most important asset. That's why some larger companies with multiple brands now organize by individual brands rather than by channels. The challenge of maintaining a consistent voice, message and customer experience can be much easier when one team is responsible for brick, click and print channels.

But regardless of the size of

your organization, the unification of messages across channels will strengthen your brand. A more integrated approach in 2013 will help you cut through the clutter and increase response rates, customer engagement, revenue and savings. Studies continue to show that customers who interact with your brand across multiple channels tend to buy more.

Print Grows as a Multichannel Player

Print will continue to evolve in 2013 as a foundational player in multichannel communications.

There are two basic reasons:

1. Growing sophistication.

Print hasn't exactly sat on the sidelines over the past few years. The introduction of a variety of new technologies now connects print to the digital world. Marketing professionals are increasingly using mobile barcodes to instantly connect print readers to a wide range of online content including product demonstrations,

testimonials, coupons, special offers, social media pages, event details and white papers.

At the same time, direct marketers are using personalized URLs (pURLs) to deliver custom landing pages to individuals or to specific groups of targeted

buyers. The beauty of pURLs is they often contain the person's name, making them easier to remember when typing into a browser. The personal aspect of the pURL tends to increase response in both print and email. This same quality even allows them to work with targeted audiences (think PackerFan) in media as diverse as billboards and radio.

Also very intriguing and a bit more on the cutting edge is Augmented Reality (AR) with print. These applications require the user to have a web camera (webcam) on their computer, tablet or smartphone and to download software provided by the marketer or publisher. The user then holds the printed material about one foot from the device and watches the print come to life.

Even edgier is a just released product called IntelliPaper®. Patented technology preserves the look, feel and functionality of paper, but with the added ability of sharing not only printed data but also digital data. Imagine a postcard where you remove the perforated strip containing a small piece of silicone, fold the strip in half, insert it into the USB port of your electronic device, and then browse or view the data just like you would with any other USB drive.

These and other innovations will continue

Ripon's Multichannel Services

- Digital editions
- Offset and digital print
- Variable data
- Mobile barcodes
- PURLs
- Data services
- Email campaigns
- Branded digital storefronts

to make print relevant and an integral part of successful multichannel campaigns.

2. Customer Demand.

Despite the proliferation of personal computers, tablets and smartphones, many consumers still prefer print. For example, a recent study by the American Catalog

Mailers Association (ACMA) shows that 58 percent of catalogs are being opened and read by consumers. Two-thirds of those surveyed also said that if catalogs became so expensive to produce and mail that they could only be received through a request to the merchant or through a service at no charge, they would make the effort to request them. More than 1 in 7 consumers would actually pay to receive catalogs.

On average, consumers who receive print catalogs spend \$850 per year on catalog purchases.

They use catalogs to shop for hard-to-find items and enjoy the ease-of-shopping experience as well as the greater assortment. Catalogs will remain a viable, customer-desired shopping channel that not only creates direct sales, but also drives many shoppers to catalog websites.

Let Ripon Printers Improve Your 2013 Outlook

Our goal is to be a leader in the communications revolution, providing you with the integrated, multichannel services you need to compete. Contact your Ripon Printers representative to learn how we can help fine tune your channels. **RIPON**

50 Years of Innovation, Lessons Learned & Taking Risks

It's been a big year for Ripon Printers as this is our 50th year of "providing customer delight." Our story is very typical. We started 50 years ago when my Dad – Doug Lyke – wanted to leave his public relations job in Chicago and become a small town journalist. Dad and my Grandpa Buzz searched for newspapers for sale in Wisconsin and found the *Ripon Commonwealth Press* for sale in Ripon, Wisconsin.

My mother, Audrey, remembers it like this: *I remember the excitement we felt in late summer 1962 when we knew Doug had scraped together money and borrowed heavily for the down payment needed to buy the Ripon Commonwealth Press. We sealed the deal with the previous owner while having lunch at the Republican House restaurant just across from the plant.*

So about Labor Day, the movers came for our furniture; the children, ages 8, 5, 3 and 1-½, were packed off to grandparents, and I was driving alone from Northbrook, Illinois, because Doug had to work through Labor Day. It was raining, and I'm not sure if there was more water in the car from my tears or on the windshield outside.

My Dad, who passed away in 2002, was a journalist (and former print buyer) who just happened to become a printer. While he was an innovator, there was no master plan – as far as I know of – with Dad. He became



Andy Lyke

one of the first publishers to own a Goss Community web press back in 1965 when he started selling press time to other publishers in the area.

One of the pivotal times in our company history was in 1975 when some employees started a union organizing campaign. I remember sitting around the dining room table at night, listening to my parents speak about the union and how it was dividing the company. In hindsight, we needed that wake up call, and the employees had a legitimate beef with the way we were running the business. Out of the union drive (which was defeated), we became more deliberate in the way we operated our business, setting up such radical things like "wage scales" and an "employee handbook."

Our next milestone was hooking up with several sales reps in the 1980s which opened up new territories for us. No longer

were we just a local printer. These new relationships, which I am pleased and grateful to say have lasted to this day, gave us the beginnings of our current sales force. Our claim to fame was the quality of our printed halftone dots. We were printing on presses designed for heatset printing – but without the ovens, and we were able to achieve excellent quality.

Forward ahead another 20 years when we purchased our first true heatset press with ovens, a stacked Rotoman N from manroland. After being strictly a coldset printer for 40 years, we decided the time was right to make the move.

Finally, we acquired many of the assets of Sells Printing earlier this year. It became evident that we needed to join forces with a similar firm, and we found it in Sells Printing. Sells had the same passion to provide customer delight. I'm learning that acquiring another company is filled with many challenges, but that gets back to the idea that it's a team who is responsible for success, not any one person.

Thank you to all of the people who we have worked with over the years, whether employees, customers or vendors. When all is said and done, it's about the people. Here's to our start for our next 50 years of providing customer delight! **RIPON**



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Ripon Printers is a
Wisconsin Green Tier Participant

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Make that Two Awards in 2012 Gold Ink Print Competition

The Gold Ink Awards, considered the industry's most prestigious print competition, honored Ripon Printers with a gold and pewter award in the 2012 competition. Hosted by North American Publishing and *Printing Impressions*, a panel of distinguished graphic arts professionals judged entries in nearly 50 categories over four days. Although not a design competition, judges are encouraged to analyze how design has influenced the production decisions made for each entry.

We received a gold award, the competition's highest accolade, in the Business Catalogs, Web category for the *2011 Traxon Lighting Systems and Solutions US* catalog. Traxon is a global leader in LED lighting systems for the architectural and hospitality/retail industries. Produced for Midwest Printing Services (Rolling Meadows, Ill.), the catalog featured blind embossing on the front cover and indexed tabs for quick reference.

Ripon also earned a pewter Award in the Trade Magazines, Sheetfed category for the December

2011 issue of *Floriology*, a premiere magazine serving the retail florist industry. The publisher of *Floriology* is BloomNet®, an international floral wire service provider offering quality products and diverse services to a select network of professional retail florists.

This year's contest drew nearly 1,000 contributions from across the globe. Award winners received either a plaque or certificate, and all winning pieces are featured in *Printing Impressions* magazine and GoldInk.com. **RIPON**

