

4 | **PressLines**

Benny Makes Another Appearance at Ripon Printers

The Premier Print Awards Competition, sponsored by Printing Industries of America, recognizes the highest quality printed pieces in various categories from around the world. Each year, only the most worthy pieces receive Awards of Recognition, Certificates of Merit, and the highest honor—the Benny statue. The Benny has become a universally recognized symbol for excellence in the printing industry.

A Best of Category piece printed by Ripon Printers recently achieved Benny status. The winner was “UCC Aluminum Electrolytic Capacitors,” a catalog produced by Marketing & Print Services. The victory came in the Web Press Printing, Coated or Uncoated Paper (1, 2 or 3 colors) category.

Receiving a Certificate of Merit was “Wisconsin in Print 2015,” published by University of Wisconsin Press. The category encompassed Web Press Printing, Uncoated Paper (4 or more colors) Coldset.

We extend our congratulations to the award winners and thank all of our customers for trusting us with their most important print materials. **RIPON**



PressLines

Volume 25, Number 4 | Fall 2015

Trending Toward 2016

With everyone hard at work finalizing their 2016 marketing strategies, we wanted to help make the job easier by providing some additional marketing intelligence. Here is what our research identified as the key marketing trends for the coming year.

Get All Hands on Direct

Brick-and-mortar businesses certainly aren't going away, but they're facing a stiff challenge in many sectors from ecommerce and direct channel companies. Leading the news recently was the downturn in Walmart stock, partly attributable to the pressure from Amazon. Likewise, the merger between Walgreens Boot Alliance and Rite Aid drug stores was partially rationalized by the heightened competition from alternative channels such as mail-order prescription discounters.

The underlying message is that everyone needs to think about strengthening the direct component of their business, since many shoppers are moving in that direction. If you're a smaller company trying to compete with a behemoth like Amazon, focus on differentiating yourself as a specialist, providing all the information and product support that buyers might not find at giant companies. Niche expertise isn't a commodity.

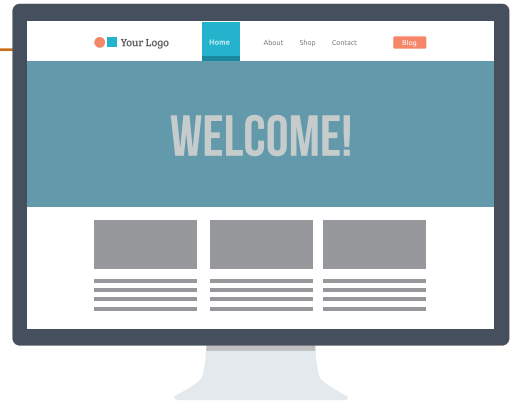
.....

Tip: *You still need to get consumers to your ecommerce site. Digital communications work well in nurturing a customer relationship, but catalogs and direct mail are still the big winners in prospecting and driving people to your website.*

.....

Focus on Website Design

Whether your website is an ecommerce or an informational tool, you'll want the quality to be top notch in 2016. Grabbing a visitor's attention with outstanding graphics, providing simple navigation and valuable content are now minimum requirements. Short online attention spans and an abundance of competitive sites mean that no one will spend much time with your brand if you don't give them good reasons.



Since your homepage is the point of entry, that's a good place to begin your investment. Start by reexamining the two most important basics: Who your audience is and what message you want to deliver. Like a billboard trying to attract the attention of riders in a speeding car, you must deliver your homepage message succinctly through words and imagery. Then follow through with engaging pages that keep people on the site and encourage return visits.

.....

Tip: *Quality content tends to build natural links to other sites, which is an important goal. It's also the factor search engines emphasize and value most when rating a website.*

.....

Trends *continued from page 1*

Invest in Mobile

The mobile explosion continues. Last year, use of mobile devices to access Internet pages exceeded use of PCs for the first time. We are now well past that tipping point. KPBC's mobile marketing trends show that mobile digital media time in the US is now substantially higher at 51 percent, compared to desktop at 42 percent.

So what do consumers want to receive? The most recent ExactTarget Mobile Behavior Report says that while mobile users have privacy concerns, they still value useful communications with a brand through mobile devices. But there are some important differences between men and women. For example, 56 percent of men will scan a coupon or barcode to gain access to product information while only 39 percent of women will do the same.

On the other hand, 71 percent of women will like or follow a brand on social media channels to receive coupons or deal information. That contrasts to 63 percent of other consumers.

.....
Tip: *Smart Insights says that the five best sources for mobile marketing statistics are Google Mobile Planet, International Telecoms Union data reports, Xyologic app download reports, comScore Digital Future Series and Ofcom Internet usage report.*
.....



Shoot Some Video

Content marketing is evolving well beyond the written word. Although video can take a bit more time and technical expertise, it is going to leap forward in the 2016 content arena. In fact, video is becoming so important that you might view it not as a luxury but as a survival strategy. The Cisco Visual Networking Index™ forecasts that globally, consumer Internet video traffic will be 80 percent of all consumer Internet traffic in 2019, up from 64 percent in 2014.

Even now video gets more shares than written or photographic counterparts. Digital marketing specialist Samuel Edwards of Audience Bloom suggests that you start small by occasionally creating new videos, and then make an effort to learn the many new tools available to video marketers. But just having a smartphone and a little time are all you need to begin. Edwards says you can do anything from simple tutorials and product demos to a Q&A, reviews, interviews and testimonials, or even just introduce some of the people with whom you work.

.....
Tip: *Incorporate video into your print pieces with augmented reality (AR). AR technology can combine virtual reality with the analog world, incorporating live video imagery that is digitally enhanced with computer-generated graphics. All the reader needs is a camera-equipped mobile device.*
.....

Call Ripon Printers

We'll help make your 2016 marketing strategies a success and you a hero. Turn to us for exciting print capabilities and a wide range of integrated multichannel services including augmented reality, email marketing, personalized URLs, digital editions, mobile barcodes, campaign tracking and much more. Contact your Ripon Printers representative or send an email inquiry to sales@riponprinters.com for more information. **RIPON**

Thanksgiving is definitely my favorite holiday. The basic premise – taking time to reflect on one’s blessings – is hard to beat, and to gather with family and friends while sharing a bountiful feast, is icing on the cake (or pumpkin pie, if you prefer). However, I have another reason to give thanks for this holiday.

We have been working on improving our production scheduling recently. Occasionally we have to perform heroics to get jobs out on time. Our corporate mission is “Providing Customer Delight” and there is no delight in being late in our delivery! Overall, we have a very strong record with over 97% on-time delivery, but at times we work too hard to achieve that goal, and of course, 100% on-time delivery would be great.

So where does Thanksgiving come into play? First, I give thanks to our team who rally to the challenge! Whether it’s giving up a Saturday or staying late to finish a project, they get the job done. Thanksgiving also highlights our current scheduling model. Intrigued?

When preparing the Thanksgiving feast, you need to get the turkey started first since it takes the longest to cook. Once you have an idea of when the turkey will be cooked, you try to make sure all the side dishes are completed at about the same time as the turkey. No one



Andy Lyke

wants cold green beans while the yams are still cooking. (What are yams, anyway?)

Applying the thanksgiving meal analogy to our business, the “meal” we prepare often consists of a cover, inside pages, cartons, mailing files, postage money, firm quantities, and a few other components. All told, a project may need up to 15 different items completed before we can finish it. We schedule so all parts of the job come together when it is time to bind the project. Recently it occurred to me we don’t want our scheduling system to model Thanksgiving dinner anymore. Heresy, you say! Here’s the deal – the more flexibility we have in our scheduling, especially in our finishing area, the less chance we’ll be late and have to perform heroics to get a job out on time. Rather than plan for each part of a project to be completed at the time we want to bind the project, we should start to think about completing each part of the project

as soon as possible so, if all the parts are done sooner, we could finish the project sooner.

When traveling to Grandma’s for Thanksgiving dinner, we also “play” a game of who leaves the house first. You may play it too, at your house. Say we are shooting to leave home by 11:00 a.m. If I see my wife is still getting ready, I’ll wash some dishes. When she is done getting ready and sees me washing dishes, my wife starts to make the bed, and both boys are busy downloading music, knowing they don’t have to be ready until Mom and Dad start calling for them. Who leaves first?

We have that same problem now at Ripon Printers – why do we need a binding dummy when we don’t have the special order cartons here yet? Is it that important to be done printing the inside pages if the cover hasn’t been completed? You get the idea. At home, we now have a system that each person needs to go to the car when he/she is ready to leave, regardless of what last minute detail awaits. I guess we try to provide Grandma with “delight”!

As we create your feast, you can help us by returning your proofs to us as soon as possible, confirming your desired quantity, sending us your postage check, etc. We hope when we are done with our cooking, you will enjoy the meal!

RIPON