

Ripon Printers Sponsors Multichannel Merchant's Outlook 2012-13: Catalogs Report

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FOR IMMEDIATE RELEASE:

Ripon Printers, a leading printer of catalogs, publications, manuals and soft-cover educational products, sponsored the 2012-13 Catalog Outlook Report. As the results indicate, catalogs have become multi-faceted workhorses, being used for branding, sales, prospecting and more. The report provides valuable information that helps catalog marketers ensure that they are getting the most out of their print catalogs, and points to other offline strategies and tactics being used to enhance results.

"The great news is that print catalogs are still standing tall in the face of new social media strategies," says Ripon Printers' Sales Manager Jeff Hopp. Catalogs continue to fulfill multiple functions that make businesses more profitable. We're proud to have partnered with *Multichannel Merchant* by sponsoring this important research."

The report covers a number of important topics including:

- Purposes for which catalogs are being used
- Plans for creating more highly customized catalogs
- Tracking methods used to measure catalog effectiveness
- Alternative print formats catalogers use to cut costs
- Use of variable printing in catalogs
- Mailing logistic service methods being used
- Use of co-ops
- Future estimates of circulation changes

[Download](#) the free 2012-13 Catalog Outlook Report.

About Ripon Printers

Ripon Printers serves small to mid-sized catalog marketers and publishers, producing catalogs and directories as well as manuals and soft-cover educational products. Founded in 1962 with just 13 employees, Ripon Printers is now more than 290 employees strong and equipped with the latest technologies from premedia through fulfillment and distribution. Linking the company's capabilities together is an obsessive devotion to customer delight that places client satisfaction above any other business goals.

FOR MORE INFORMATION CONTACT:

Carol Cluppert
Marketing Director
920-748-3136
800-321-3136
carolc@riponprinters.com

www.riponprinters.com