

# PressLines

## Supporting Print Media on IPD19 and Beyond

**T**his year's theme of #Print2gether couldn't be more appropriate for today's marketplace. In fact, the theme's underlying points of unity, partnership and collaboration help inform Ripon's mission of customer delight. It's only through close relationships that we can assist customers in creating print materials that meet specific program objectives.

And those objectives might include anything (or everything) from budget and timely distribution to brand consistency and even wow factor. This doesn't happen with a one-size-fits-all formula, and our goal is to enable you to realize a wide range of communication goals for your print and integrated campaigns.

### Four Cornerstones

In addressing our mission of customer delight and the idea that we're all in this together, we've given long, hard thought to how we can best support you. Our conclusion was that these four key areas provided an important foundation from which to expand our customer relationships.

### Equipment Diversity

The fastest, most hassle-free way to produce your projects is through a single source. Or, better still, through a single facility. That's why we've invested in print platforms that include digital, sheetfed and web offset (both coldset and heatset). We also have a diverse range of complementary bindery equipment that features both high capacity and specialized machinery to handle virtually any project. It's all supported by the latest premedia technology at the front end and advanced mailing and fulfillment capabilities at the back end.

Having such a wide range of equipment offers more

options to meet your objectives. We have many instances where multiple pieces of press equipment are used within a single piece, as well as instances where each piece in a campaign requires a different press or combination of platforms. The same goes for the bindery.

### Flexible Scheduling

You could have an outstanding campaign in the works, but things don't always go exactly according to plan. There can be delays of all sorts as well as late changing market events that upset even the best laid plans. When those things occur, you want a supplier that can adjust to your needs, not just inform you that your delivery date is in jeopardy.

Our approach is to do whatever it takes to get your materials produced when you need them. We've run countless hours of overtime, incorporated multiple pieces of equipment, switched jobs from coldset to heatset, brought in temporary staff and generally stood on our heads to meet delivery dates. And we're not taking a bow; it's just part of our customer delight culture and knowing we're in this together.

### Channel Integration

The days of having rigid control over the buying journey have long passed. Buyers have more channel options than ever, and they expect marketers to conform to their

# Supporting Print Media (continued)

preferences. That often requires an omni-channel marketing strategy. In fact, information from Aberdeen, an Internet-based marketing and sales solutions firm, says that 51 percent of companies use eight channels to interact with customers. And numerous studies show that the most effective campaigns bring the best of the print and digital worlds together.

Our Traxion Marketing Services help you integrate with other channels through personalized digital print, personalized URLs (PURLs), digital storefronts and campaign analytics. We can also bring a printed page to life through augmented reality marketing or provide digital editions (free if you print with us) of your catalog or publication.

## Customer Education and Support

Print technology continues to change constantly, and it's easy to fall behind in today's fast-paced marketplace. That's to say nothing of new people who keep entering the field and are tasked with not only designing and producing print, but also digital media. Throw in lean training budgets and you have the perfect storm for falling behind.

Ripon Printers invests significant resources to provide one of the most robust customer training and education programs in the industry. The more knowledge you have, the better the outcomes we'll achieve together. Choose from a wide range of opportunities that include technical guides, white papers, FAQs, *PressLines* and *ePressLines* newsletters, blogs and online educational events.

## So Many Reasons to Celebrate

While digital media continues to challenge print, the good news is that print also continues to perform well. For example, the latest DMA Response Rate Report shows that print rings around all other channels in the critical measure of response. It's because print technology keeps evolving to take advantage of better modeling and analytics so that offers are more tailored to the audience and to people who like to receive print, including millennials.

Let's give print a toast today and every day. And by all means, let's do it together.



## Test Your Print IQ

What better way to celebrate IPD19 than to test your print knowledge? But don't worry about your score. If you need a little brush up on print production, just take advantage of one of our many customer training and education opportunities.

1. What is the abbreviation given to image resolution measurement in offset printing?  
a. PPI b. LPI c. DPI
2. Generally, how much postage savings will co-mailing a catalog or publication generate?  
a. 3%-5% b. 7%-8% c. 10% or more
3. Which substrate requires the coarsest halftone line screen for optimum results?  
a. Coated paper b. Uncoated paper c. Dull coated paper

# Print2gether

4. What process compensates for the fact that the trim margin of inner pages of inner signatures of saddle-stitched books are narrower than pages in outer signatures?
  - a. Shearing
  - b. Shingling
  - c. Face trimming
  
5. Which printing process requires no plates?
  - a. Digital
  - b. Offset
  - c. Flexographic
  
6. The EPA says recycled coated stocks should have what minimum level of post-consumer waste?
  - a. 10%
  - b. 20%
  - c. 30%
  
7. Which can't be inkjet imaged with today's mailing equipment?
  - a. Source codes
  - b. Color messages/images
  - c. Different fonts
  - d. All can be imaged
  
8. A paper's opacity can increase or decrease depending upon its weight, whiteness or coating?
  - a. True
  - b. False
  
9. What's the name of the process for attaching inserts to signatures with easy-removal glue?
  - a. Dot whacking
  - b. Tipping
  - c. PUR gluing
  
10. What's the term in sheetfed offset printing for applying ink to both sides of a sheet of paper during a single pass through the press?
  - a. Work-and-tumble
  - b. Perfecting
  - c. CTP



Julie Newhouse

I have been in the print industry my entire professional career. There is no way I could have envisioned the magnitude of change the industry would experience when I was running an AB Dick duplicator in my high school graphic arts class. Due to the continued transformation of the printing industry, it is beneficial to celebrate International Print Day 2019 and its Print2gether theme as a message of unity, partnership and collaboration across the globe.

One caution: we cannot promote print to prevent change from occurring. Instead, we must embrace the future and the advancements it will bring. Print2gether is a theme that

seeks to encourage harmony with all forms of integrated marketing communication. We assist our customers with the orchestration of multichannel marketing campaigns on a regular basis and use multiple channels ourselves.

For example, we launched a “what font are you” campaign targeted toward art directors that included an oversized direct mail postcard, a personalized landing page with campaign analytics and a secondary campaign on LinkedIn. The final fulfillment piece was a graphic design kit. The campaign generated excellent response rates!

We also help clients incorporate digital channels in many different ways. When several Ripon College departments were challenged to produce a variety of printed marketing communications for prospective and current students as well as alumni, we responded by developing a web-to-print solution through our Traxion XMPie® uStore®. The branded storefront provided immediate efficiencies and became a single-source solution for the various departments to develop certain types of marketing communication pieces and to fulfill their print needs on demand.

Ripon Printers is ready to collaborate with you on your next project. Our staff is experienced in assisting with email campaigns, personalized URL's, digital storefronts, digital editions and promising emerging technologies such as augmented reality.

We look forward to partnering with you to succeed in whatever the future brings.

*Julie Newhouse*

Check your answers on the back page.

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# INTERNATIONAL PRINT

#IPD19 DAY 2019  
OCTOBER 23

Join print lovers around the globe in reminding everyone not in the industry that print is everywhere, and that we are all in this together. This year's theme is #Print2gether, representing unity, partnership and collaboration.

International Print Day (IPD19) was founded six years ago by Deborah Corn, self-proclaimed Intergalactic Ambassador to The Printerverse at Print Media Centr, a diversified group of print experts and enthusiasts. It's a unifying celebration where participants share through social media dynamic, topical, relevant and click-to content that promotes print and integrated projects

## You can:

- Show funky projects
- Share blogs about print successes
- Share pictures of cool print whether it's your project or someone else's
- Share pictures of your department celebrating #IPD19
- Share links to great print that incorporates amazing marketing technologies
- Scroll through the #IPD19 social media feeds, share and scroll again

Just use the hashtag #IPD19 with your posts and shares. Watch for Ripon Printers' Tweets and LinkedIn posts on October 23.

**Print Quiz Answers:** 1. (b); 2. (c); 3. (b); 4. (b); 5. (a); 6. (a); 7. (d); 8. (a); 9. (b); 10. (b)