

PressLines

Ripon Printers Acquired by Walsworth

I am pleased to announce that Walsworth, a family-owned printer headquartered in Marceline, Missouri, acquired Ripon Printers on Dec. 31, 2019.

Since the mid-1860s, Ripon Printers has served the printing needs of this community and beyond. When my family purchased the company in 1962, the vision was to become a world-class commercial printer. I'm proud to say that goal was achieved.

Today, it's time to begin a new chapter in our history.

We have come to know the Walsworth family and leadership team over the years. In those interactions their integrity, honesty and compassion for their customers and employees was evident. When evaluating who to partner with, we felt comfortable choosing Walsworth because we believe they will take care of our customers and employees.

This printing facility will remain open as usual, but we will be branded as Walsworth over the next several months. Please continue to interact with your Ripon Printers key contact(s). Media inquiries may be directed to Kristin Mateski at kristin.mateski@walsworth.com.

As the new year begins, we are excited to have this opportunity for our family to join the Walsworth family so you, our valued customers, will continue to receive the service you deserve and have come to expect. This change will ensure you are supported for many years to come.

We thank you for your past patronage of Ripon Printers and know that you will be more than delighted by the additional talent, innovation and experience that Walsworth will provide.

Sincerely,

Andy Lyke
Finance Manager



Don Walsworth and Andy Lyke

Walsworth[®] – RIPON

What's New in Marketing and Design for 2020?

We sifted and sorted through the emerging trends in marketing and design for 2020. Then we mixed in a few business forecasts about industry spending trends. Our goal was to provide useful information for multichannel marketers and designers who have a print base. Some trends are carryovers from last year, though nuanced in various ways, while others are new to the scene. Here are the highlights of what we discovered.

Color Palette Quandary

Some forecasters think designers will move from the vivid, bright colors of last year toward more muted colors that are slightly desaturated with white, black or a complimentary color. Others think vivid and bright will continue as brands fight for attention. So, you've got some room to maneuver here. Maybe the best approach is to give careful thought to your organization, its market segment and its products and services when choosing your 2020 color palette.

Personalization Isn't Going Anywhere

As people continue to tune out generic advertising with no connection to them, marketers are rushing toward personalization to save the day. A Forbes article reports a survey of 1,000 consumers where 90% say they like personalization. Meanwhile, 80% said they would be more likely to do business with a company that gave them a personalized experience. Technology today makes the personalization of both email and print solicitations relatively painless and inexpensive. What are you waiting for?

Fonts and Typefaces as a Focal Point

There is lots of exciting activity here for 2020. One emerging trend is to use heavier but simple fonts to create hierarchy and contrast. Artistic typography, where designers introduce creative elements from flowers to geometric shapes into typefaces, is also gaining usage. And to convey more authenticity and uniqueness, brands are abandoning the usual typefaces for custom versions. This will apply to brands big and small and will continue well into the future. Jump on this growing bandwagon now.

Content Marketing Stays Front and Center

High quality content still reigns. There's simply no better way to show customers you know what you're talking about and establish a position of authority. Content is also a big search engine factor that no organization can afford to overlook. But remember, while it's quick and easy to provide content in digital form, you can get a big boost from providing it in print – and that goes for recipients of all ages. It puts your content in a different class, and even millennials and Gen Z members long for tactile experiences in our digital world.

Isometric Graphics Take Hold

For our non-designer readers, isometric illustrations and graphics illustrate a 3-dimensional object on a 2-dimensional surface. They evolved over the years and will remain popular design elements for infographics, websites and presentations. Isometry also plays well with other current trends such as gradients and futuristic design.

Print Advertising Makes Quiet Comeback

Finance Online reports a MarketingProfs survey indicating that 92% of people 18-23 find it easier to read print than digital content. The same article points to Statista research showing print marketing flyers in the U.S. reached a \$15 billion market value in 2017 with the number continuing to grow. Businesses are investing because consumers find a physical mailbox much more enticing than an email box filled with junk and spam. Put simply, print carries far more credibility and appeal with people who count the most – your buyers.

Complex Duotones and Gradients Are Hot

They started to pop up last year, but 2020 will bring a whole new level of creativity and sophistication. Once relegated to backgrounds, you'll see designers use gradients in new ways. It's in the early and experimental stages, so don't be afraid to have some fun. If you ever dreamed about a truly blank canvas waiting for your creativity, you've got it. Expect to see unconventional color combinations and many other techniques such as futuristic design. But know that this trend is real.

More Authentic Stock Imagery

This is a continuing trend as brands move toward imagery that is less professional and polished looking. Genuine and authentic images will continue to rule while the overall use of stock imagery also continues to expand. According to the 33rd annual stock visual survey by GDUSA, one of the main reasons for the increasing popularity of stock images is that business and society have become more visually hungry. Your challenge is to find images that tell a story with plenty of genuineness and realism.

Printing With Us Is Never Out of Style

Part of our commitment to customer delight is staying current with trends and providing the expertise, equipment and systems to produce materials that meet your marketing and design needs. Contact your representative or send an email inquiry to sales@walsworth.com to discuss your next project.

Credits

“Top 10 Graphic Design Trends and Predictions 2020,” Yuri Musienko, Merehead, November 6, 2019; “8 Biggest Graphic Design Trends For 2020 & Beyond,” Ryan McCreedy, Venngage, October 21, 2019; “Graphic Design Trends 2020: Breaking the Rules,” Iveta Pavlova, Graphic Mama; “14 Graphic Design Trends for 2020: Future Predictions To Watch Out For,” Louie Andre, Finance Online; “Top Marketing Trends For 2020,” Christian Thomson, Forbes, October 3, 2019; “8 Advertising Trends for 2020: Latest Forecasts You Should Know,” Jenny Chang, Finance Online.



Designer's Corner

As mentioned earlier, fonts are a focal point. With a Creative Cloud® subscription, you can choose as many as you need from thousands of options. Once you find a font and activate it, the font is available to all your applications. There are a lot of ways to browse fonts on fonts.adobe.com. For example, you can view by classification: sans serif, serif, slab, blackletter, mono, hand, decorative, etc., and by properties: weight, width, x-height, contrast, standard versus caps only, default figure style. Adobe® Fonts can be embedded when exporting a PDF, but can not be packaged. Since almost all files are submitted as PDFs, this is not a problem. If you submit native files,

the person opening your document needs a Creative Cloud subscription so they will have the ability to access the same fonts as you.

Both Photoshop® and Illustrator® have supported Variable Fonts for over a year. Adobe® InDesign® 2020 now supports them, too. Variable fonts let you control font weight, width and slant angle using sliders, not all variable fonts allow you to control all three. Variable fonts are OpenType® with a “VAR” badge. You can create both character and paragraph styles from the variations you choose.

James Wamser, Adobe Certified Instructor

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Our Resolution: To Delight You Even More



Julie Newhouse

General Manager

What a difference a year makes. None of us anticipated being part of a growing organization like Walsworth 12 months ago, but here we are. I'm excited about the possibilities to provide even greater customer delight as we gain additional capabilities and capacity.

The move is actually part of a trend in the graphic arts industry. Most of you are all too familiar with what's happened at the top of the industry since the Great Recession. The largest players swallowed up many of the mid-size printing companies for a variety of reasons, including the desire to reduce competition. I know many of you found it frustrating as plants were eliminated and the landscape kept changing on a near daily basis.

But some of the remaining financially strong, mid-size printers are now exercising a different strategy. Companies like Walsworth are acquiring other successful mid-size printers such as Ripon to expand their product and service offerings as well as production capacity. The objective isn't to close plants, but rather to add productive, strategically placed facilities.

So, I'm excited for the opportunity and the resulting synergies that might benefit you, our valued customers. In addition to providing more commercial printing resources, you will also gain one-stop access to more special-interest magazine and specialized book capabilities. And, quite frankly, we're still learning about more capabilities each day. The end result will be the ability to deliver even more customer delight, and that's something I, along with the entire Walsworth team, look forward to demonstrating in 2020 and beyond.

Julie Newhouse