

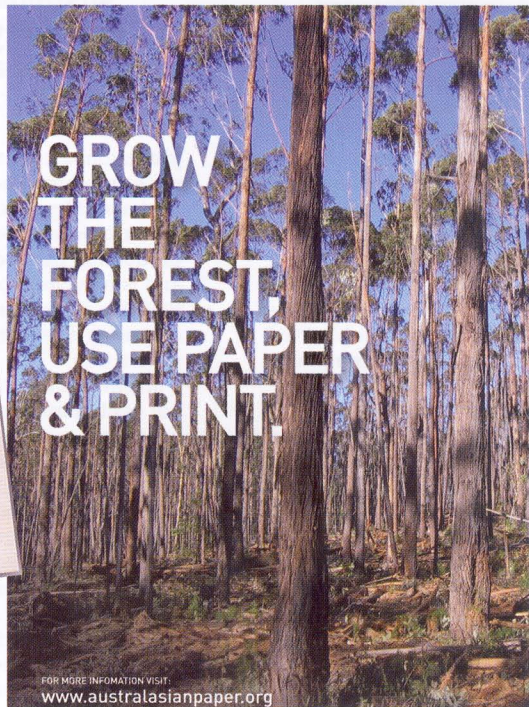


JOE KOWALEWSKI

# print and paper... the fightback starts here



EXAMPLES OF PRINT-OPTIMISED PROMOTIONAL MATERIAL AVAILABLE FROM THE PRINTNET WEBSITE.



The very success of print on paper as a communication medium over the centuries has led many people to take it for granted. Now, however, as it comes under attack from elements of the environmental and electronic media coalition, it's time to shake off such apathy and work together to help raise the profile of print.

**Joe Kowalewski** provides some guidance and practical advice for printers to help promote print as well as sell it.

Every printing and related industry company in this country, and everywhere else, needs to have a new element to its business plan—print promotion. In fact this should already exist, but we know it doesn't because everyone knows about print anyway, don't they?

It's become increasingly obvious each passing day that the answer is 'No'—they don't know much at all. This knowledge gap is being exploited by groups of 'crusaders' trying to maximise the profits of some corporations by making consumers pay extra to receive a printed account of what they owe in the exaggerated belief that it saves "millions of trees", aided by their environmental allies who blame paper production for all the climate change woes of our planet.

So what do we do to fight the fight that many, even within our industry, claim has

already been lost? Well, for starters, we educate from the ground up using the power of the print manufacturing resources available in just about every suburb in Australia. Everyone has a responsibility as well as a business incentive to do this. Firstly, we educate ourselves, our staff, customers, friends, family, schools, clubs we belong to or sponsor, government—in fact everyone, because that's what print can do.

### DIY campaigning

What we don't do is wait for someone else to do it, for example major newspaper organisations with the capacity to influence government elections and policy outcomes, or major national organisations like Australia Post whose existence depends on the printed word and who have access to ever letterbox in >>

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the country. To be effective, this has to be your campaign because you can do it best; targeted, personalised and showcasing the sustainability, usability, creativity, flexibility and compatibility of print with any and all other media.

You will also need access to authoritative information, ideas and collateral to help you build up the knowledge you need for this to be a success. To this end, *Printing Industries* is developing a Print Promotion section on its website <[www.printnet.com.au](http://www.printnet.com.au)> to provide everyone with ready access to local and international research material, promotional ideas and even print-optimised files that you can personalise and use in your own campaigns.

For example, you can download and personalise for your own use a pro forma letter developed by the Sustainable Print Alliance to Australia's top 200 companies as part of a campaign to counter the trend towards e-communication and misinformation being circulated about ink on paper.

The letter provides some very useful and interesting information.

"Many companies are encouraging recipients of e-communication to print these materials on office printers based on the premise that this is a more environmentally-friendly platform. The facts demonstrate otherwise:

In-office printing of a single page A4 document in black consumes the same amount of energy it takes to produce 100 A4 pages, printed both sides in colour, on a commercial printing press."

The letter states that commercially-printed communication materials are today more environmentally sustainable than ever before and provides some very useful facts that everyone should commit to memory:

- Paper is produced using a renewable resource—timber.
- Sustainable timber harvesting is greenhouse gas emissions neutral.
- The paper industry plants more trees than are harvested. It is estimated that there are 25 per cent more trees today in the developed world than in 1900.
- Paper and printed communication can be completely recyclable.
- Since 1990 energy consumption and

**This has to be your campaign because you can do it best; targeted, personalised and showcasing the sustainability, usability, creativity, flexibility and compatibility of print.**

greenhouse gas emissions per tonne of paper produced has declined by 21 per cent and 22 per cent respectively.

- Water used per tonne of paper production has reduced by 63 per cent and is recycled up to five times.
- Biofuels deliver around 46 per cent of energy needs in pulp and paper production.
- Current printing technology is up to 60 per cent more energy efficient than 20 years ago, with solvent and water use reduced by 90 per cent since 1990.
- Printed communication is permanent, portable and easily re-read without requiring additional energy.

The Sustainable Print Alliance comprises Printing Industries Association of Australia (*Printing Industries*), Australian Paper Industry Association (APIA), Graphic Arts Merchants Association of Australia (GAMAA), Australian Direct Marketing Association (adma) and the Australian Catalogue Association (ACA). It has a supporting website <[www.sustainableprint.net.au](http://www.sustainableprint.net.au)> also accessible from PrintNet.

The *Printing Industries* website also contains a Print Optimised Promotional Material section featuring two brochures and three posters developed by APIA promoting an insight into printing industry recycling practices and the natural sustainability of paper.

### Exploding myths

The arguments in favour of electronic communication versus printed communication are tackled in a new publication *Down to Earth* published by International Paper (USA). *Down to Earth* poses the question: Are pixels greener than paper? It

provides a series of sustainability issues and adopts a rational approach to exploding myths and highlighting synergies.

In an 'Insight' it states: "The future sustainability of our society is dependent upon sustainable supply chains over the lifecycle of the medium with which we choose to communicate. The ultimate question is not electronics or paper, but what combination of these has the least total impact on our environment."

On the sustainability question it states: "Paper is truly sustainable, with waste fully recoverable, ready for recycling into new paper. When people use more paper, landowners plant more trees. Electronic devices don't grow on trees. The electronic industry continues to grow rapidly. Based on current non-renewable raw materials and escalating energy demands, this growth is unsustainable."

*Why Print? The Top Ten Ways Print Helps You PROSPER* is a 22-page booklet by the Print Council (USA) that articulates the advantages of print in 10 key points with supporting statements backed by research readily adaptable to any print market. The top 10 ways are:

1. Print is for keeps
2. Print is portable
3. Print drives a higher ROI
4. Print is beautiful
5. Print plays well with others
6. Buyers seek print
7. Print is credible
8. Print puts them in control
9. Print is personal
10. Print is everywhere

One example of supporting content, *Print plays well with others*, states: "Print enhances the impact of all of those media by providing your client's prospects with an extra dimension. One that's friendly. One that's warm. One that's inviting. And, one that they can't very well ignore because they're holding it right in their hands."

A section is also dedicated to *Print Power*, a European-based resource for the entire print value chain covering magazines, newspapers, posters, brochures, leaflets, direct mail, promotional material, annual reports and other communication material.

These resources and many more are available from the Print Promotion section of <[www.printnet.com.au](http://www.printnet.com.au)>. ●