

business trends

Give Business Documents A Coat Of Many Colors

(NAPSA)—Color has power. It carries deep associations and works at an emotional level, layering evocative meaning on top of written words. Red means stop. Green means go.

That's why more and more businesses are turning to color to add vitality to their documents. In fact, it's fast becoming the standard—color makes you competitive. The multilayered power of color is something your business can't afford to ignore.

Studies show that color provides maximum effectiveness. In particular, color documents in various industries outperform black and white in several ways:

- Color ads increase brand recognition by up to 80 percent.
- Readership of color newsletters and brochures goes up by as much as 40 percent.
- Use of color accelerates learning from 55 to 78 percent, and comprehension by 73 percent.
- Materials in color increase motivation and participation.
- Ads in color are read up to 42 percent more often than the same ads in black and white.

Fortunately, top-grade color printing is more affordable than ever—color printing is now something you can do in the office even without a graphics department or a big production or design budget. That gives you the flexibility to bring powerful, professional-looking color into



Color printing can enhance the look of your business documents—and your business.

the office. You can improve everyday communications and wow high-value clients, customers and sales targets. One of the key benefits is the ability to personalize documents to individual customers.

The ultimate net is increasing the effectiveness of a company's marketing materials, giving them better return on their marketing dollar. Here are some ways you can use an in-house color printer:

- Make professional-looking newsletters, flyers and other promotional pieces. This helps you keep in touch with your staff, field offices, customers and partner companies.
- Update full-color materials when conditions or product lines change. You may only have one chance to reach a potential customer. The ability to print on demand means you can maintain a

professional appearance and never have to face a potential customer with outdated materials.

- Design effective presentation materials, including oversize visual aids on presentation boards and the most effective color handouts.
- Print only what you need, to control costs and avoid wasting valuable storage space on large quantities of printed materials. You also lose less money—and waste less paper—when you don't have to throw away outdated materials you never used.

• Get perfect proofs before you visit a print shop for large print runs. Even when you send some large jobs to offset printers, an in-house color printer can still help you save time and money. Getting proofs ready to go before you go to the printer reduces time-consuming, back-and-forth reviews between your company and the printer and decreases costly errors.

One company is going further to help enhance your marketing communications, both for internal and external purposes. Bringing 20 years of innovation and more than \$1 billion in overall research and development, Hewlett-Packard is helping customers add color to all aspects of their businesses. Using high-quality HP color printers, you can add a new dimension to business documents.

For more information on how color printing can help your business, go to www.hp.com/go/graphics.