



# HOWARD PRINTING NEWSLETTER

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VOL. 17, NO. 1

## PAPER WRAPS INTERNET

**D**IRECT-MAIL MARKETING IS STILL THE ONLY METHOD of delivery that guarantees your message will be placed in the hands of your target audience. Regardless of whether you are fulfilling a subscription or sending unsolicited marketing messages, a mailed printed piece will reach its destination — and can even be automatically forwarded if the addressee has moved. Try to duplicate *that* result with an e-mail blast.

Additionally, most e-mail users find the prospect of daily spam removal to be complete drudgery versus opening mail delivered by a letter carrier. Receiving and opening postal mail has, in fact, become a pleasure compared to e-mail. The U.S. Postal Service even has a pet name for the process: the mail moment. It begins when the mail arrives, and grows as each mail piece is handled and sorted. It's the momentary anticipation that something might be found in today's mail that will brighten our day, solve a problem or enrich us in some way.

As the Internet matures and e-mail communication becomes more complicated, marketing professionals are beginning to recognize this phenomenon. Some organizations have even made public statements about their discoveries.

### **National Case Study: Realcomm**

Realcomm, a U.S.-based global technology advisory company that serves commercial and corporate real estate markets, released a statement earlier this year related to this topic.

### **E-mail Overload Pushes Technology-Centric Realcomm to Launch a Print Magazine "E-mail just isn't effective anymore."**

After five years of distributing real estate technology news electronically through their Realcomm Advisory newsletter, why is the company launching a printed magazine? Realcomm admits in its March 13, 2008, release that "The first reason is

the declining ability to reach people through electronic media. E-mail just isn't effective anymore." What was once an effective system of delivery is now compromised by e-mail filters that block both junk mail and legitimate e-mail. The sheer volume of media being sent is another problem. Realcomm confesses, "The end result is that people are falling behind on their e-mail and are in a rush to delete anything that isn't critical — despite its potential importance or relevance to their business. We just don't have time for information overload via e-mail."

Printed magazines are more tangible, have more visual presence and can be put on display or taken along. According to Realcomm, "Printed information has a longer shelf-life than its electronic counterparts," and "Electronic data is not always accessible or convenient." Given these reasons, Realcomm launched their print publication *RealcommEdge* magazine in April 2008.

An especially interesting aspect of its move to print is that Realcomm is a 10-year-old company. It didn't exist before the Internet. In fact, Realcomm's inception correlates directly with a period of Internet growth when most businesses were struggling to define their own best electronic business practices. Realcomm's vision was focused on what the Internet could do for its customers in terms of enhanced business communications. In pursuit of that vision, they simply recognized a trend and redefined one method of communication delivery.

### **Local Case Study: Kalamazoo's Arts Council**

A few years ago the Arts Council of Greater Kalamazoo converted their printed membership newsletter, *The Muse*, to an electronic format. Because it is a paid-for membership benefit, *The Muse* was posted to a restricted area of the Arts Council Web site, and members were given a password to access the information. An e-mail (with a link) was sent each quarter so members knew when the latest issue was available.

*continued on page 4*

EDITOR:

Patty Smetana



## PRODUCTION NOTES:

This newsletter was output direct-to-plate on a Screen Plate Rite CTP system. It is printed on a 20-inch Heidelberg Speedmaster five-color press using process inks and Sappi Lustro Offset Enamel Gloss Cover Basis 80.



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# PULP FICTION

**E**VERYONE KNOWS THAT PAPER IS MADE FROM TREES and trees come from forests—but which forests? This is an important question for people who care about the environment and want to be responsible consumers of paper products.

## TRUE OR FALSE?

**Recycled paper saves trees.** Many times true—but not always. Recycled trimmings and paper-conversion waste have always been re-used as part of the normal papermaking process. From that standpoint, all paper contains recycled pulp. An important question is, “How much post-consumer waste fiber is in the paper I’m using?” Post-consumer waste is recycled fiber from paper products that have already completed one life cycle. For example, when one ton of shredded business paper is reprocessed and added to one ton of virgin fiber, the resulting paper will contain 50% post-consumer waste fiber.

It’s easy to find out how much post-consumer waste fiber is in any paper brand. One phone call to your printing rep will get you all the data. Then, let everyone know! Add a “Recycled” logo and fiber content statement to all your printed materials.

**All paper companies work with responsible foresters.** A definite false. Global pulp and paper sources are currently dominated by North America (U.S. and Canada), Northern Europe (Finland and Sweden), and Eastern Asia (Japan). However, as economics shift and globalization continues to expand, it is predictable that we will see many new competitors entering the papermaking marketplace. While many long-term paper industry partners have embraced “forest sustainability,” newcomers may not be so inclined. India and China are expected to become key paper producers in the next 20 years, and who knows what forest practices they may employ?

Only when paper is made using pulp from forestlands that employ sustainable forestry practices, can the forest be sustained indefinitely without doing harm to the envi-

ronment. Most papermakers cannot make this claim. In fact, less than 10% of the world’s forests are third-party-certified as sustainable operations.

**My company must be “certified” in order to contribute to sustainability.** False. A lot of talk about chain-of-custody certification is being bandied around these days. Certification means that every phase of your organization has been inspected, is complying with certified practices, and will be monitored by a nationally recognized industry steward. Be aware of the certification process, but don’t get hung up on it. Most small companies and nonprofit organizations cannot afford the certification fees.

Any print buyer can participate in forest sustainability simply by choosing papers that are made by a certified paper mill. Request paper made under the Sustainable Forest Initiative (SFI), Forest Stewardship Council (FSC), American Tree Farm System (ATFS) or Programme for the Endorsement of Forest Certification (PEFC) guidelines. These four organizations are the primary third-party experts that set standards and verify paper mills are meeting agreed-upon standards.

Buying from certified paper mills guarantees you are participating in sustainability practices.

**A paperless society is the ultimate solution.** Not likely. Saving all the trees is a noble gesture, but it is not realistic. Complete reliance on electronic data will probably never happen for obvious legal, practical and aesthetic reasons. Plus, do we really want responsible landowners, who contribute taxes, job opportunities and revenue to our economy, to lose their livelihood?

We need green space for many reasons. Properly managed forests help clean the air we breathe, provide habitat for a wide range of wildlife, and offer unmatched recreational opportunities for families who like to hike, fish, camp and study nature. Managed forests do all this *and* provide the pulp we need for paper and packaging. As long as we recycle as much as we can, is there a better use for our land? ■



# ENVELOPE GNOSIS

**E**VENT PLANNERS, FUNDRAISERS AND ANYONE WHO BUYS PRINTED MATTER that mails in envelopes should understand standard sizes. Materials designed for ready-made envelope sizes will always cost less than conversion to custom sizes. So before you sit down at the keyboard and create an invitation package using random or exotic dimensions, be aware of standard envelope sizes and shapes. And always design the item being inserted so it is at least 1/8 inch smaller all around than the envelope.

**Commercial Envelopes** are used for business correspondence. They are typically made from white wove, text, writing or kraft papers. The most common size is the #10, which is the U.S. standard for mailing 8.5x11 business letters. Smaller sizes are often used in conjunction with #10s as reply envelope inserts. Window versions of #9 and #10 envelopes are used for statements, financial reports and invoices. Because window envelopes are utilitarian, they are almost exclusively made using inexpensive white wove paper.

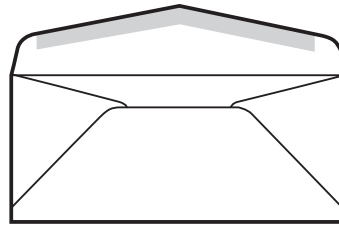
**Announcement and Baronial Envelopes** are used for invitations and greeting cards. Announcements have square flaps and Baronials have pointed flaps. Each category has five sizes. Because their dimensions are very similar, choosing one over the other becomes purely a matter of aesthetics. The variety of sizes allows for invitation sets with accompanying RSVP reply cards and envelope inserts. Announcement and Baronial envelopes are commonly made using fancy text or writing papers that may also be textured, patterned, flecked or translucent. Wedding sets may have silver or gold foil linings.

**Catalog and Booklet Envelopes** are used for mailing flats, catalogs, price lists, annual reports, booklets and magazines. Catalog envelopes have the flap on the short dimension (open end), and booklet envelopes have the flap on the long dimension (open side). They are typically made of sturdy white wove, kraft or Tyvek paper. They may also use alternate closures such as latex adhesives, clasp, string-and-button or Velcro dot.

**Square Envelopes** are readily available in white wove paper and some limited colors. They are less popular than other envelope shapes because the U.S. Postal Service places a surcharge on all square-shaped mail pieces. Ready-made square envelopes are available in half-inch dimension increments.

**Ready-Made vs. Converted.** Envelopes that are bought in boxes of 250 or 500 are called "ready-made" envelopes. Printing companies buy and print ready-made envelopes whenever they can because it is economical. However, under certain circumstances sheets of paper may be printed, die-cut, folded and "converted" into envelopes. Reasons for converting envelopes are:

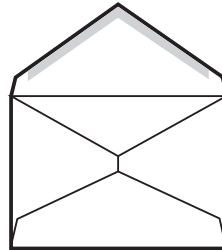
- exotic paper selections
- designs with image bleeds
- 4-color process designs
- unique shapes or dimensions
- square or uniquely shaped flaps
- special inside tint patterns
- embossed or foil-stamped designs



## Commercial Envelopes

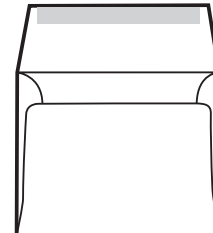
#6-3/4	3.625 x 6.50
Monarch*	3.875 x 7.50
#9	3.875 x 8.875
#10	4.125 x 9.50
#11	4.500 x 10.375

\*Monarch envelopes have pointed flaps



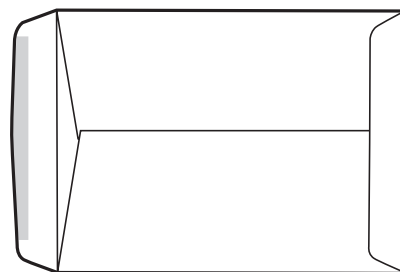
## Baronial (Pointed Flaps)

#4	3.625 x 5.125
#5	4.125 x 5.50
#5-1/2	4.375 x 5.75
#6	4.750 x 6.50
Lee	5.250 x 7.25



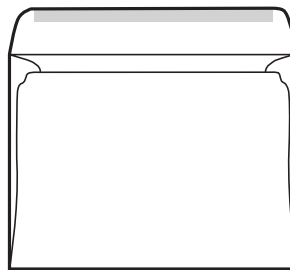
## Announcement (Square Flaps)

A-2	4.375 x 5.75
A-6	4.750 x 6.50
A-7	5.250 x 7.25
A-8	5.500 x 8.125
A-10	6.000 x 9.50



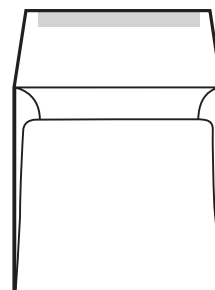
## Catalog Envelopes

6.0 x 9
6.5 x 9.5
9.0 x 12
9.5 x 12.5
10.0 x 13



## Booklet Envelopes

6.0 x 9
6.5 x 9.5
9.0 x 12
9.5 x 12.5
10.0 x 13



## Square Envelopes

5 x 5	5.5 x 5.5
6 x 6	6.5 x 6.5
7 x 7	7.5 x 7.5
8 x 8	8.5 x 8.5
9 x 9	9.5 x 9.5

# PAPER WRAPS continued from page 1

Executive Director Anne Berquist said, "Sudden and drastic reductions in state funding for the arts made it necessary for the former staff to examine every cost center in an attempt to immediately reduce that year's expenses. It was calculated there would be a reasonable cost savings by producing an electronic newsletter." After e-mailing a few issues and getting readers' feedback, the Arts Council reinstated *The Muse* as a printed newsletter. Berquist summarized, "Sending a paper newsletter had always been the standard. Reducing *The Muse* to an e-mail and print-it-yourself format didn't provide a quality product. And members with no access to the Internet were left out completely."

## Personal Case Study: Howard Printing Company

We can also confirm what Realcomm found. While experimenting with various marketing techniques, Howard Printing recently launched its own e-newsletter. *Ink Link* has been sent six times using a certified spam-compliant, e-mail distribution service called Vertical Response. Using an independent distribution company to e-mail the newsletter reduces list-management time, allows contacts to opt in or out, and provides post-delivery reports.

Our e-mail list consists of clients, suppliers and other interested parties that we communicate with on a regular basis — so we know our distribution list is valid. Each time we send an e-newsletter, we receive a report that analyzes the newsletter's delivery results. The report defines how many newsletters were successfully sent and how many people opened the e-mail.

July's *Ink Link* delivery result was 768 e-newsletters sent, with 24 bounces, 4 unsubscribers and 231 openers. This means that 509 of the 768 e-mails sent (67%) did not reach inboxes due to ISP or corporate firewalls, personal spam filters or other e-mail delivery roadblocks.

A few clients report that they know about and want to receive *Ink Link*, but have been unable to route it to their inbox because of unresolved internal e-mail technology issues. Conversely, the Howard Printing paper *NEWSLETTER* gets through to everyone.

*Ink Link* is an educational one-page e-newsletter published by Howard Printing. If you are not receiving *Ink Link* but would like to, visit our Web site "newsletter" section to opt in ([www.howardprinting.com/newsletter.html](http://www.howardprinting.com/newsletter.html)). Then, to ensure it is delivered to your inbox, add `howard_printing_company_inc@mail.vresp.com` to your address book or safe list.

*Ink Link* is sent in both HTML and text formats. So if you have turned off your HTML settings, you can still read the text-only format. However, we encourage you to turn on your HTML settings to enjoy the full impact of graphics within each issue.

Business professionals need to understand how a mix of electronic and print messages can work together for effective sales, marketing and communication. As many communication specialists are now finding: paper wraps Internet in the business game of "Who can hold the reader's attention the longest." ■

## Are you receiving *Ink Link*?

**Ink Link** HOWARD PRINTING

**Offset vs. Digital** Independence Day issue

Many print buyers are still confused about the differences between offset and digital printing. It's no wonder, with the recent flood of digital printing devices in the graphic arts industry.

Offset printing uses printing plates to carry the image and transfer it to the paper's surface. One printing plate is required for each ink color printed. (E.g., a CMYK document will need four printing plates—one each for the cyan, magenta, yellow and black colors.)

Digital printing does not use printing plates. The printed image is applied directly to paper by computer-driven imaging heads. These printing heads can be ink jet, dye-sublimation or laser-based systems. The elimination of printing plates is the main reason that digital printing costs less than offset printing for low quantities.

However, there is a point where offset printing becomes more economical. This point depends on several factors, but for small flat sheets or single-sided items, 500–1,000 appears to be the break-even point for offset versus digital printing.

A few other factors should be mentioned. Every digitally printed order is a CMYK color or black-and-white job.

Offset printing offers a wider range of color choices. In addition to CMYK, offset can print PMS-mixed colors, metallics, fluorescent and pastels. Varnishes and aqueous coatings are also available only with offset printing.

Sheet sizes and paper choices may be more limited with digital printing. Many digital devices cannot print a sheet larger than 12 x 18 inches. And many digital presses cannot print laser-compatible, highly textured and extremely thin or thick papers. Offset presses can print on any kind of paper specified.

**Choose offset printing for**

- long runs
- PMS or CMYK printing
- metallic, pastel or fluorescent inks
- heavy-weight papers
- heavily-textured paper surfaces
- large sheet size
- varnish or aqueous coatings

**Choose digital printing for**

- short runs
- CMYK or black-only printing
- small sheet sizes
- variable-data printing
- jobs not printed on exotic paper
- transparencies

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