



PRINT **is** LIFE





READING
A **PRINTED**
BOOK REDUCES
STRESS LEVELS
BY **68%**

SOURCE: [MONDAYCAMPAIGNS.ORG](https://mondaycampaigns.org)

PRINT  is **LIFE**



RETAIN MORE BY READING A PRINTED BOOK VS AN E-BOOK

SOURCE: SCIENTEDIRECT.COM

PRINT  LIFE



PRINT EMPLOYS

396,996

PEOPLE

SOURCE: MARKETRESEARCHFUTURE.COM

PRINT  is LIFE



70% HIGHER
RECALL WHEN
SHOWN DIRECT
MAIL vs DIGITAL
ADVERTISING

SOURCE: FORBES.COM

PRINT  LIFE

A photograph of two women, one with short dark hair and one with long blonde hair, both smiling and looking at a document held by the blonde woman. The entire image is covered with a semi-transparent blue overlay.

13.4

SECONDS

VS

17

DAYS

PRINT  **is** **LIFE**



**PRINT CAN
REACTIVATE
ABANDONED
CARTS 2x MORE
THAN EMAIL
ALONE**

SOURCE: SG360.COM

PRINT  **LIFE**



FOR EVERY
\$167 SPENT
ON DIRECT MAIL,
U.S. MARKETERS'
SELL \$2,095
IN GOODS

SOURCE: FUNDERA.COM

PRINT  LIFE

DID YOU KNOW?
PAPER IS A
SUSTAINABLE
RESOURCE

SOURCE: [TWO SIDES.INFO](https://www.twosides.info)

PRINT  **LIFE**

DID YOU KNOW?
YOU REMEMBER
MORE WHEN
YOU READ A
PRINTED BOOK
THAN AN
E-BOOK

SOURCE: SCIENTEDIRECT.COM

PRINT  **LIFE**

DIRECT MAIL
CAN INCREASE
REACTIVATION
OF ABANDONED
CARTS 2X MORE
THAN EMAIL
ALONE

SOURCE: SG360.COM

PRINT  LIFE



PRINT  LIFE



PRINT  LIFE



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