

Interquest

Premium paper for multi-channel communication

With the rise of digital, paper is in crisis, but it is still a force. Interquest - the international marketing and consulting firm specializing in digital printing and publishing – used this theme for its 2015 Forum on digital printing and multi-channel communication. Focusing on the synergy between printed and digital communication, the seminar was held on May 5 at Pavillon Dauphine in Paris.



Gilles Biscos, Interquest President



A full house...

For its 2015 Forum, the President of Interquest, Gilles Biscos, highlighted the international whilst placing France in context.

A large number of success stories were presented, with a focus on paper and personalized envelopes. The conclusion was despite its continuing decline paper is still important and premium. It can be used otherwise and is extremely relevant as part of a multi-channel strategy.

PAPER AS A PREMIUM SUPPORT

Despite the decline in advertising mail since 2006, paper is once again in demand. Interest in catalogues is also growing. According to the *Direct Marketing Association*, in 2013 almost 12 billion catalogues were shipped in the United States where surprisingly they are needed for Internet sales. They are undoubtedly smaller (120 pages on average) – the *big book* trend is history – but there is greater target mar-

keting. Even the *pure players* are using paper catalogues. Stéphane Caria, Director of Alto Document Management and a speaker on the subject of direct and cross-media marketing, says he “believes in paper as an element of communication”, with customized contents. Each customer is reached



Stéphane Caria, Alto Document Management combining paper in communication campaigns

separately thanks to self-mailers, (ed.: printed advertising material used in direct marketing and designed so that when folded properly, it can be returned by post

without a need for an envelope), envelopes, newspapers, magazines, postcards, brochures and letters”. Paper should never be ruled out for communication campaigns. However, whilst there is a resurgence of interest in printed mailing, promoting the value of printed communication remains a challenge. To sell it, it needs to be relevant and emotional. However with less mail in people’s mailboxes, the impact of receiving mail is increasing. This presents an opportunity for using envelopes, and specifically for the personalization of these.

THE GROWING MARKET FOR PERSONALIZED ENVELOPES

New inserting and sorting systems are coming on the market for creating and personalizing envelopes. Firstly with envelopes printed just before inserting or with on-line imprinting. Positioned in this dynamic envelope niche, France’s NMC Company is a good

example. Its latest innovation is a machine that can produce both the letter and envelope for personalization whilst delivering economies of scale in production. The envelope is just like a traditional envelope except that it is unique. Each insert is personalized, without imprinting. The machine can handle coated and offset paper, in weights of between 80g and 120g.

Bruno Teixeira, Managing Director of Cogeser Document Services, immediately realized the benefits of the concept and became a beta tester for the first NMC 12000 production line. The equipment offers the two-fold value of standardizing mail flows and the possibility of complete personalization of the mail. Another benefit is that envelopes are produced in the same flow as the documents they contain. The same paper is used for the letter and the envelope. This simplifies stock control along with making an envelope into a pro-



Pauline Saranz optimizes the effectiveness of the BMW dealership network campaigns



Victor Madelaine, Antalis, explains papers characteristics for direct marketing



Loïc Lefebvre and Fraser Church launch the personalized video internationally

Paper/digital: Working together!



Three short personalization cases for Belgium

In introducing its new C-Class, Mercedes wanted to send out invitations that were out of the ordinary to attract as many car fleet managers as possible to the official launch of its latest model on the Spa-Francorchamps circuit. To do this the carmaker, its advertising agency VVL-BBDO and Symeta worked together with *De Standaard* and *La Libre Belgique* to create a personalized front page story. Thus, instead of an advert there was an article entitled “*Mr/Ms + Name in the spotlight at the fleet launch of the new C Class*”. BBDO also looked on LinkedIn for pictures of the prospects and included these in the advert.

On the eve of publication, the *Standaard* and *La Libre Belgique* submitted their Front Pages by e-mail. Symeta integrated the personalized advert into the page layout, then starting printing directly. The original front page of the newspaper was thus replaced with a personalized page. Guaranteed success.

Another success story is that of the Belgian insurance company Ethias which is unusual in completing so many of its policies over the Internet. With the aim of reassuring its 2,000 new customers every month a completely personalized welcome magazine was sent to each of them. The photograph is chosen to match with the insurance policy purchased by the customer, with highly customized advertising contents. The feedback has exceeded expectations. As the mass circulation catalogue is disappearing, we are seeing its replacement with personalized catalogues. And lastly Kazou, the youth service of the Flemish Christian Mutual Benefit society, provided a surprise for the children who received a personalized magazine of their holiday adventures, including a picture of them. In the interests of safety the children were shown in groups. A buzz was also organized, using Facebook, Twitter, and nstagram.

P.F.



duct generating added value. According to the designers of the machine, producing an envelope in this way works out cheaper than buying it separately. In addition, the carbon footprint is reduced, thanks to the elimination of a number of logistical operations.

Production requires three stages: The envelopes and the letters are designed in the same file. Each envelope is individually adapted for its contents. They are then printed using the same reel or stack of sheets, and fed into the NMC 12000 for finishing. The NMC 12000 cuts the envelope (C5 or DL) and the letter pages (A4) to the desired size. After folding, the letter is placed on the still flat envelope. This is then closed around the letter and the three flaps glued.

Xplor France awarded NMC Company in March 2015 the Innovation Trophy in the “New documentary production methods” category. Created in February 2013 by Jean-Claude Prevel, Charles

Deck, Thierry Frébourg and Julien Blanc, NMC Company already operates in Germany and Belgium and soon will be in all main European markets. The North Ameri-

can market is also one of its targets. It is also developing an additional module for the addition of inserts outside the digital flow, such as return envelopes, flyers, leaflets, etc.

Other companies are also working on producing letters and envelopes in a single operation, including D’Hausy, a printer focused on direct marketing, production of mailings and personalized documents. A “turnkey” solution machine is also available to its customers. This can for example handle various sized precut discount coupons and D’Hausy is moving from mass marketing towards increased personalization and more color.

CROSS-MEDIA, EXPANDING THE CHANNELS

Despite the decline in post in France and the United States, and the average 5% a year shrinkage in the volume of paper over the last three years in France, paper still has a role when a customer does not have an e-

mail address, or for a reminder, or even for an e-mailing campaign combined with a paper letter. Paper however more and more often associated with other me-

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dia, with the cost of stamps driving the switch to dematerialization. "The carmaker BMW, in partnership with Dupliprint, has for instance decided to integrate other communication channels than high quality mailing paper, using premium paper", explains **Pauline Saranz**, marketing service specialist, BMW Group France. "The aim of this partnership is to optimize the effectiveness of dealership campaigns and to move from a logic of cost to a logic of profit". For Frédéric Fabi, CEO of Dupliprint, "Paper is just as flexible as electronics. Paper is once again premium and customers understand this!"

THE COST OF PAPER FOR DTP

The cost issue of paper with inkjet was raised. The printing equipment manufacturers work with the papermakers because inkjet technology is constantly evolving. The quality of the printing and its profitability depend on three factors: the



As usual the Interquest seminar was the place to do good networking

equipment, the ink and the paper. The challenge facing the producers of inkjet papers is that every OEM has its own specific characteristics, technical specificities and different inks. The products include uncoated standard offset or pre-printed papers, surface treated or lightly treated papers, and coated papers. "The ranges of paper for desk top publishing are cost centers,

and a solution is therefore to use low-end papers", as was acknowledged by **Victor Madelaine**, Digital Printing Product Manager at Antalis. The problem for direct marketing is to produce a gloss finish, as the coated papers do not have enough time to dry, unlike with open (uncoated) papers. Satin finish papers are a solution.

The re-emergence of paper for communication, as a

complement to, or as a substitute for, other channels, is aimed at appealing to the customer or the prospect. As **Frédérique Gros**, Managing Director Graphic Communications France and Belgium at Xerox said: "the best way of predicting the future is to invent it!"

Patricia Fortin



12TH OFFICE & DIGITAL PRINTING PAPERS CONFERENCE

15th - 16th October 2015 - NH Danube City Hotel, Vienna

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THURSDAY, 15TH OCTOBER 2015

Keynote Address

Peter Orsich (CEO, Mondi Uncoated Fine Paper)

Session I - Innovation Part 1 (Technology, Inkjet & Digital Printing Papers)

Canon (Eric Van Eldik, SVP Océ Technologies)

Kemira (name TBC)

Pemco & Norservice (Patrick Walczak, VP Global Mill Sales & Herbert Hennig, General Manager)

Ricoh (Benoit Chatelard, VP Production Printing Business Group)

Session II - Innovation Part 2 (End-Users, Marketing, Brands, Value, Sustainability & Culture)

Adveo (Caspar Luyten, Corporate Director of Business Development & Strategy)

Itim International (Jean-Pierre Coene, Director)

Corporate End-User (name TBC)

Paper Buyer (name TBC)

Networking Event – Pfarrwirt Wine Tasting (Thursday Evening, 15th October)

FRIDAY, 16TH OCTOBER 2015

Session III - International Mills, Trade & Fibre Supply

Mondi (Klaus Peller, CEO Syktyvkar)

Double A Paper (Thirawit Leetavorn, SVP) (TBC)

International Supplier (name TBC)

Recycled Pulp Mill (name TBC)

Session IV - Economic & Paper Forecasts

Raiffeisen Landesbank-Steiermark (Hannes Meixner, Leiter Treasury Solutions)

EMGE & Co. Ltd. (Martin Glass, Director)

* Programme subject to change

CURRENT & PAST ATTENDEES INCLUDE:

Agressionne, AkzoNobel, Antalis, APRIL, Arjowiggins, Belkanton, Brother, Canon, Clairefontaine, Corwell, Crown Van Gelder, Delphi Projects, Domtar, Double A, Eka Chemicals, EPDG, Europapier, European Fibre Products, Fabriano, Fedrigoni, Fibria, Gould Paper, Grafisch Papier, Hadera Paper, Hawkins Wright, Hewlett-Packard, iba, IBM, Igepa, Imerys, INAPA, InfoTrends, International Paper, IT Strategies, John Heyer Paper, Kemira, Laakirchen Papier, Lhoist, Lyreco, Metsä, Mondi, NorService, Office Depot, office2office, Omya, Opticom, PaperNet, Papier Union, Papyrus, Peecho, Portucel Soporcel, Price & Pierce, PricewaterhouseCoopers, Quantore, Quirioso, Reuling Papier, Ricoh, Samsung, Sappi, SMI, Smithers Pira, Södra, Staples, Steinbeis Papier, Stora Enso, Suzano, UPM, Value Communication, Veenman, Walki, Westcoast, Williams Lea, Will-Pemco, Xerox.

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