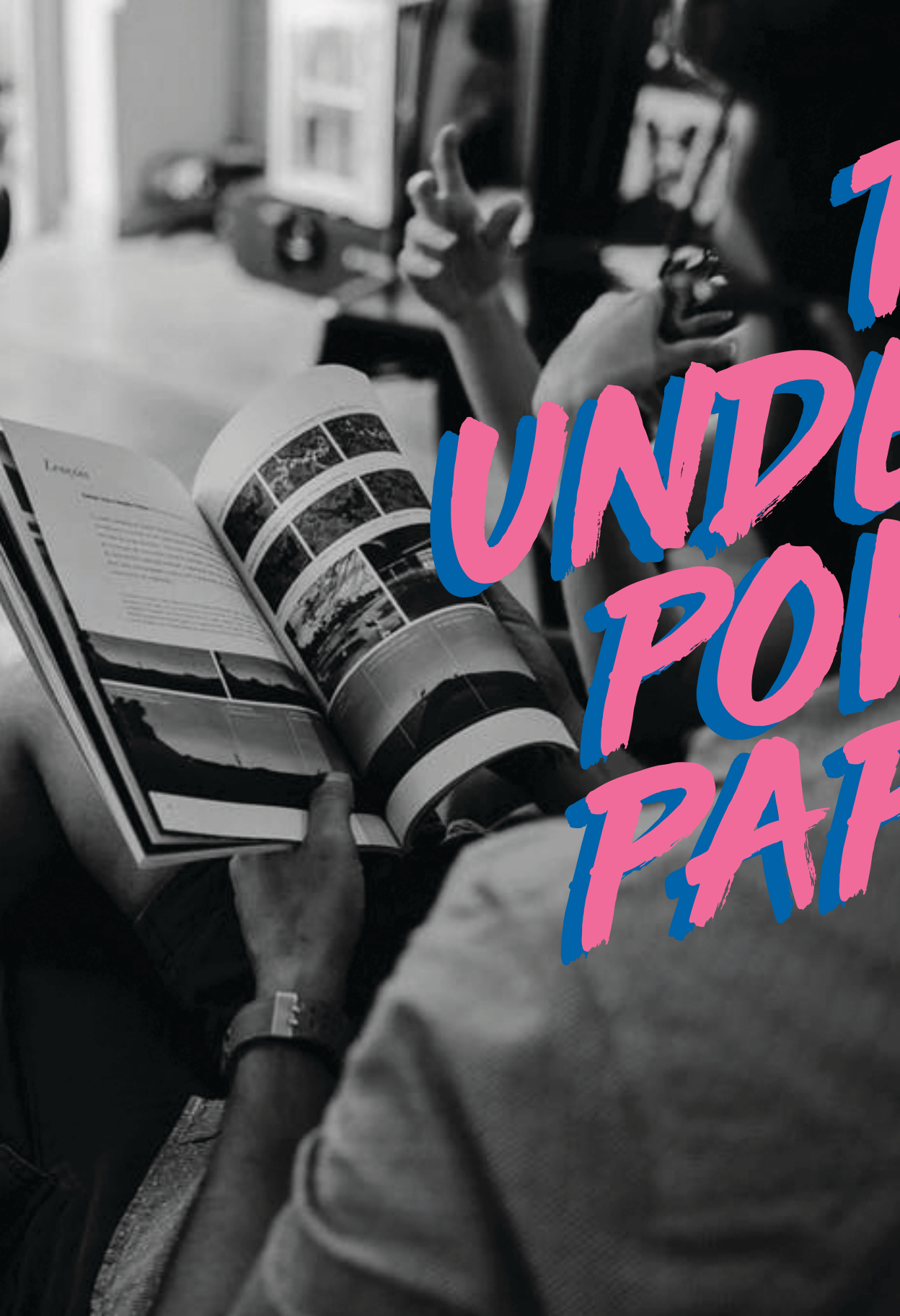




**PRINT IS EVERYWHERE**

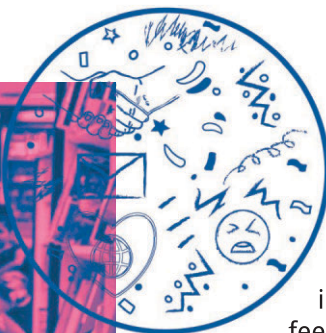


THE  
UNDER  
POINT  
PATH

# THE UNDENIABLE POWER OF PRINT AND INK

The Internet created a loudspeaker for every voice wanting to be heard. In today's digital world, social media sites are saturated with manipulated realities and unsubstantiated opinions. Subconsciously, we find printed material more validating and credible. A million "happy birthday" messages on your newsfeed don't hold a candle to one birthday card in the mail. Print has power.





# IT'S A TOUCHY SUBJECT

The things we touch influence the way we feel. It's not just emotion, it's science. The study of haptics explores the incredible impact our sense of touch has on the way we interact with the world around us. Touch is the only sense that utilizes the entire body; from our skin, to our veins, to our bones and all the neuromuscular pathways in between. It is more influential than anything else when it comes to decision making, retaining information, perception and emotion.

# TIMELESS

For more than a thousand years, print has allowed us to share ideas. Yes, the Internet has exceeded our wildest expectations when it comes to knowledge distribution, but print is constant. It is more than a concept—it's something you can hold and keep for as long as you want, without fear of it being erased or deleted. It is the original interactive media. Print is timeless and will continue to last through the ages.





Have you ever wondered why we don't vote online? Printed ballots cannot be hacked. We put our trust in a paper trail when we vote. Print gives us the opportunity to go beyond the phrase "seeing is believing". When we touch something we feel a validation greater than any other sense provides.

Print engages more senses than any other form of advertisement. Science has shown that consumers are 80% more likely to interact with a brand that uses direct mail than a brand that does not. This is why marketers rely heavily on print to reach their audiences. Marketers know that print influences our judgment because whatever message they're sharing is right there, "in black and white." With great printing comes great power and great responsibility.



# DID YOU KNOW?



## Hungry? Try Edible Ink.

Chef Hamoro Cantu is known for merging the print industry with the food industry. Hamoro “published” a new recipe for sushi using edible ink. His venture was a major success as his customers paid \$240 for one dish. He even went so far as to serve edible menus to complete the experience!

## Marvel Artist’s Crazy Wish

Mark Gurenwalk, long-time writer/artist for Marvel Comics, was known for his work on titles such as *The Avengers*, *Captain America*, and *Thor*. After a heart attack at 42, Gruenwald’s last wish was to be cremated and his ashes mixed with the ink in the printing of a comic book. His request was honored by the Marvel staff in August 1996, when some of his ashes were mixed into the ink of an issue of *Squadron Supreme*, one of the titles that he helped produce before his death.

## You’re a Winner, Harry

All the books in the Harry Potter series were obvious pop-culture phenomenons. Each book had initial print runs in the millions! *Harry Potter and The Deathly Hallows* significantly passed those numbers with 12 million copies in its first run. This is the largest initial print run in recorded history.





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