

# VALUE IN PAPER

**VALUE IN PAPER is the added value, that a purchaser gets by making the right paper choice no matter which other elements are involved in the printed matter.**

**Attracts  
attention**

**Emphasises the  
characteristics  
presented**

**Makes the  
printed matter  
play another  
roll on the  
market**

**Creates a  
positive  
response**

**Speaks for  
itself**

- 70% of those readers who noticed the catalogue, found it so interesting, that they engaged themselves in the contents by either reading or turning all pages of the catalogue.
- More than half of the catalogues (63%) have a longer lifespan, i.e. they are saved or passed on to another reader.
- The catalogue improves the desire among Börsen's readers to buy Georg Jensen's products (46%).





Every tuffle tells a story – so does the packaging

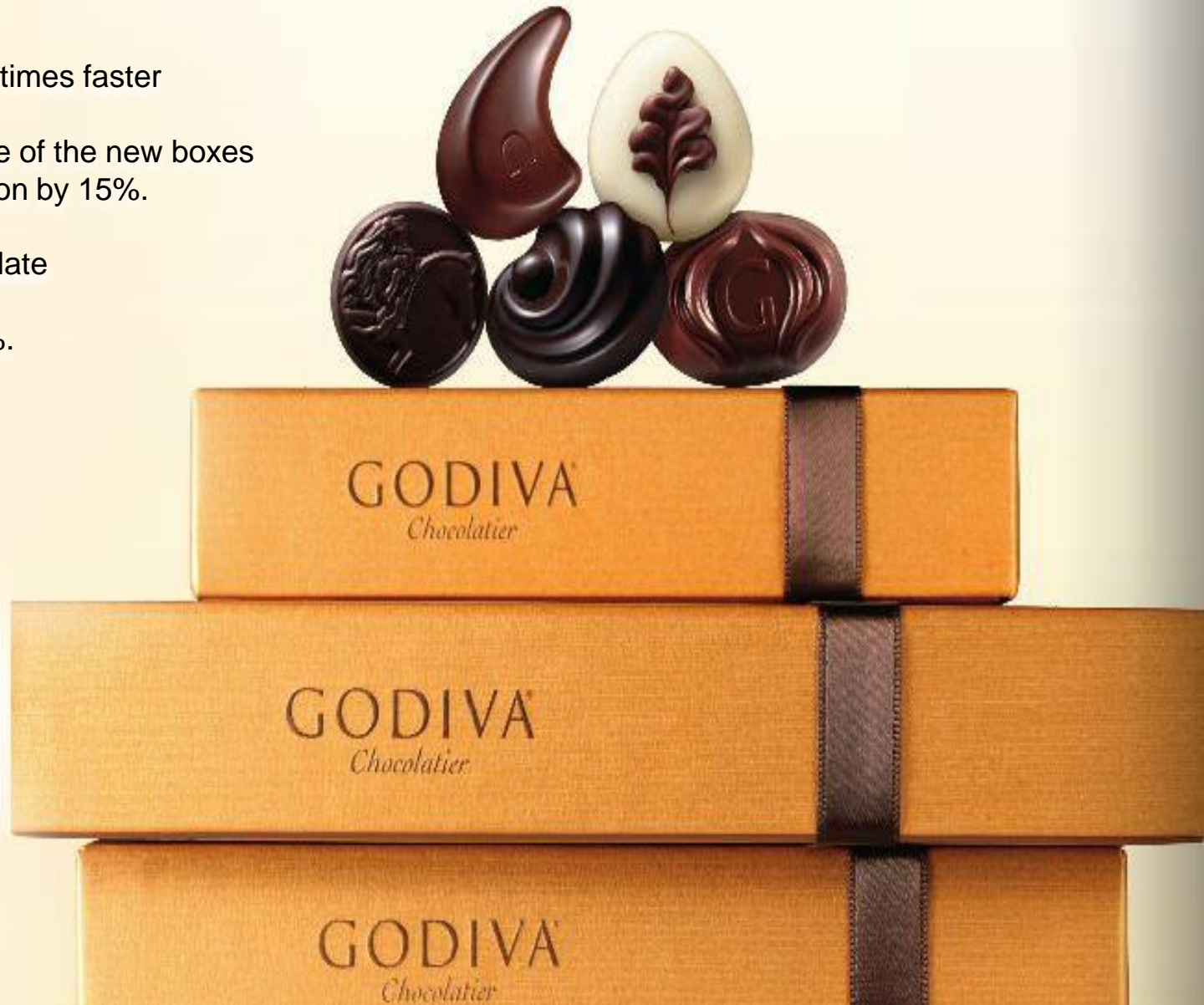
PAPYRUS 

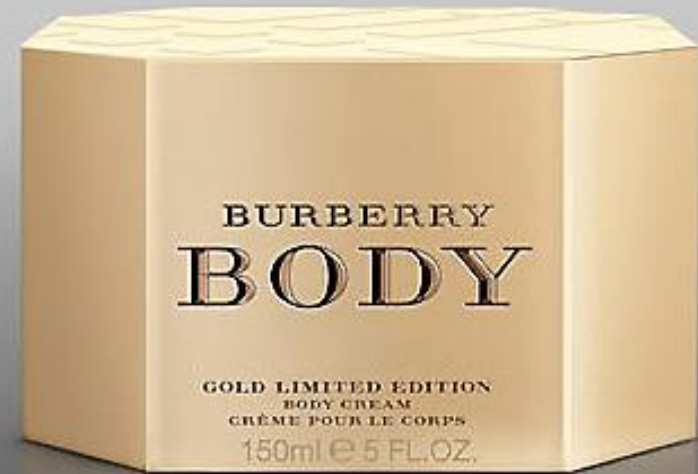
The new box sold eight times faster

An increased sales price of the new boxes increased the contribution by 15%.

Same quantity of chocolate

Sales increased by 30%.





By use of creative paper, Burberry redesigned the packaging of their body milk crème. Due to this, pre-orders on the market increased by 30% compared with the old packaging.



**NU TILSAT EKSTRA LUKSUS.**

BMW Limited Edition.

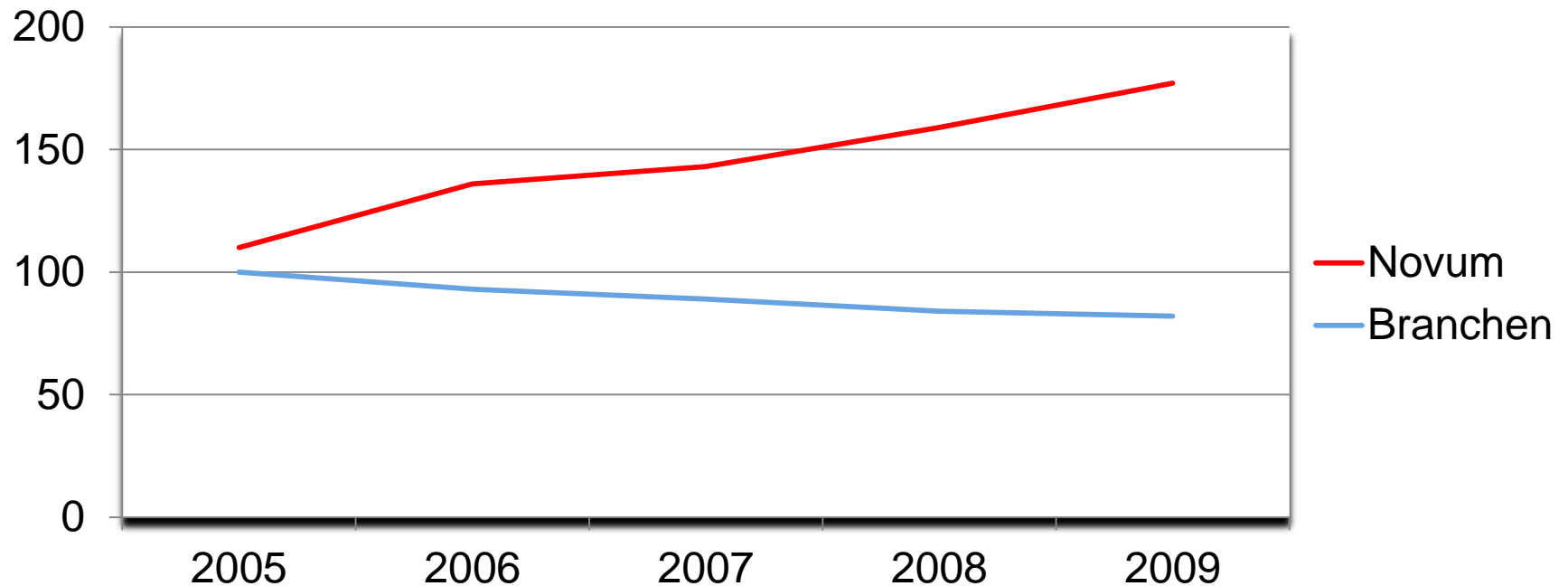
Få ekstraudstyr for op til 60.000 kr. når du leaser en BMW 316d Sedan, BMW 316d Touring eller BMW X1 sDrive18d.

BMW made a full-scale direct mail experiment. They differentiated their direct mails and produced two designs of the printed matter in order to see the effect on the response.

	BMW without <u>response card</u>	BMW with <u>response card</u>
Standard paper	2,6%	5,7%
Creative paper	3,9%	10,1%

*“Since we started in 2005 using special paper for covers we raised our readership with more than 25% without changing the topics of the magazine and the editorial staff.”*

*Christian Deppisch  
Novum – World of graphic design*



Novum is the magazine that covers everything within European design, illustrations, photographs, typography etc. – right from traditional subjects to the more trendy ones

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