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

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.
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.

<table>
<thead>
<tr>
<th></th>
<th>BMW without response card</th>
<th>BMW with response card</th>
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</thead>
<tbody>
<tr>
<td>Standard paper</td>
<td>2,6%</td>
<td>5,7%</td>
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<tr>
<td>Creative paper</td>
<td>3,9%</td>
<td>10,1%</td>
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"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.
VALUE IN PAPER