

sappi

Digital Un-Divide

Printing used to offer one choice, one way and usually, one result. But now, things are different. Today, digital printing is opening up whole new ways to connect and communicate. And that's good. Because communication should be about bringing us together, not driving us apart.

Integration

Multi-task. And multi-channel.

Reach a new audience in more ways than ever before. Digital printing ups your options by giving you more ways to get and keep in touch. With digital printing, you can afford to try new things and speak to new audiences. Direct mail. Web-to-print. Print-on-demand. Digital printing multiplies your options like never before.

Turn it up. And turn it around.

Digital printing lets you turn heads while getting things done in a more efficient and timely way. So turn the page on plates and make-readies. You can be on press in no time and then on to the next big thing.

Get on a first name basis.

And get a call back.

Personalize your message across any medium. With variable printing data, you can make your point in dynamic and impactful ways — affordably, efficiently and with a personal touch. Because digital printers can link directly to databases, you can easily target your audience and increase response rates. Make your message more effective by customizing text, images and layouts. Digital printing lets you do almost anything. For anyone. At any time.

Direct to the source.

And direct to the bottom line.

Digital printing lets you get the results you want by letting you get one-on-one in a powerful way. Reduce waste in printing, shipping, storing and stocking by printing what you want, when you want, where you want. Start getting personal, and start getting ahead. Because with digital paper and printing, you have freedom to create and you can do it on a dime.

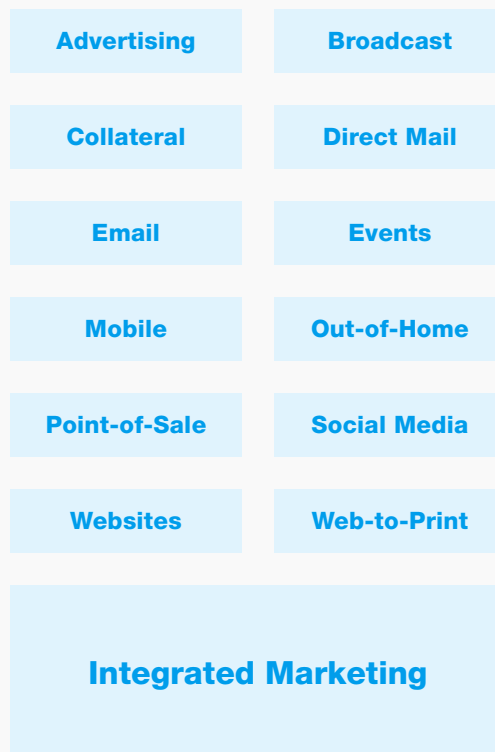
Break through the clutter.

And create a few break-throughs.

Digital printing is special because it lets you try new things and reach new people. With a wider spectrum of colors, you can imagine a wider range of possibilities and expect hi-fi results.

Mix it up. And max it out.

Consider how you're delivering your message across all media and through every channel. You have more ways to connect than ever before. And now, almost everything's connected. Integration makes marketing a whole lot more dynamic and a whole lot more powerful.



To get the best results, you need the right tools for the task, and digital printing can be a critical component of almost every approach.

Facts

Digital printing makes it easy to follow the flow of your communications — from offline to on and back again. Today, it's about more than getting a great piece. It's also about getting a great return.

When marketers use personalization and variable imaging, response rates increase up to:

35%

SOURCE: Multichannel Merchant*

North American consumers in the 18-34 year-old demographic prefer to learn about marketing offers via mail and newspapers rather than online sources.

SOURCE: ICOM, a division of Epsilon Targeting*

By 2013, every \$1 spent on direct mail (non-catalog) is projected to result in \$15.66 in sales.

SOURCE: The Direct Marketing Association*

Target® Stores used XMPie® software to launch a variable-data, direct mail campaign for its best customers. The result was a 50% lift over static mailers.

SOURCE: XMPie*

Percent increase in revenue from consumers who received direct mail catalogs versus those who did not.

163%

SOURCE: comScore*

Basics

The key ingredients to digital printing.

- Content: Variable or static text and images placed in a document.
- Database: The source for variable elements such as text, graphics and images.
- Layout: Design of the document accommodating space for variable text and images.
- Business Rules: Rules for when and where to use and place variable content.
- Personalization Software: Combines the master elements and variable content for printing.
- Digital Printer: Turns digital files into printed documents.

Data

Designing with the data in mind.

- Design for the digital press you're using and determine your maximum sheet size.
- Maximize every inch of the paper to be cost-effective and reduce waste.
- Consider how variable content will affect your layout. Plan the most economical design so the layout gets utilized efficiently.
- Review the data resources available and determine the level of personalization.
- Determine which text and image elements you want to be variable.
- Know the average length of the variable content and consider the longest and shortest scenarios.
- Target your message to get the greatest response.
- Set specific goals as defined by your campaign strategy and determine its measure of success.
- Provide your printer with instructions on how database fields link to creative fields.

Image

What you see is better than what you imagined.

- Maintain accurate color matching and reproduction through a wider range of color.
- Scan images RGB and convert to CMYK.
- Scale images in Adobe® Photoshop® software to your desired output and avoid scaling in InDesign® software beyond 15%.
- Select images with deep, dark and bold colors for the most dramatic impact.
- Avoid soft, light and pastel colors.
- Achieve more shadow detail due to zero dot gain with digital printing.
- Expect highlights to hold less detail than your proofs and take the opportunity to adjust the files in pre-press before getting on press. Some digital presses may have difficulty holding tone below 5%.
- Consider adding slight noise or texture in Photoshop® to large areas of color.

Type

Creative genius, by the letter.

- Avoid using typefaces that are thin or fine at small scale.
- Use OpenType® to avoid any potential conflicts that may occur.
- Use a minimum of 2 pt type for positive solid text and 3 pt type for solid reverse text.
- Use a minimum of 4 pt type for positive tinted text and 6 pt type for tinted reverse text.
- Define all solid color text in CMYK.
- Create the best gray values for text using K only in a CMYK workspace with values ranging from 20K to 80K.

Color

Makes for a perfect mix.

And a perfect match.

- Use the formula 60C, 20M, 20Y, 100K to achieve a deep rich black.
- Set at least one color separation other than Y to 100% when using fine rules and graphics such as bullets and icons.
- Create the best gray values for solids, graphics and gradients using K only in a CMYK workspace with values ranging from 20K to 80K.
- Select colors from the Pantone® color library and convert them to CMYK.
- Design with smaller areas when using tints less than 40% or greater than 70% in value.
- Consider adding slight noise or texture in Photoshop® if large solid areas of color are unavoidable.
- Use vector-based gradient tools such as Adobe® Illustrator® to produce smooth and consistent gradients.
- Create a smoother gradient by using 0% of the starting color rather than white. The system will interpret white as a second color and may have trouble creating a smooth and consistent gradient.

Files

Measure twice. Cut once.

- Include all fonts in both page layout and vector graphic files.
- Package your files and organize them into folders that are clearly marked for printer use.
- Include detailed mark-ups of your document along with specific instructions regarding variable data as it relates to creative fields.
- Confirm your image files are 300 dpi and have been converted to CMYK.
- Consult your printer before trapping your document. Some presses auto trap files while others do not require trapping.
- Confirm with your printer if any special bleeds are required and indicate this as a note within your document.

- Request a final proof from the digital press you will be printing your job on. This will accurately reflect the color of your images.

Paper

Paper makes perfect.

- Consider your paper selection early in the design process.
- Specify your digital paper as you would offset grades.
- Select a digital paper that has been press-certified through third-party testing to avoid the degradation in paper and printing quality that often occurs through high-temperature production.
- Consider the audience when selecting your paper and make your selection based on the demands and performance of the communication.
- Measure and weigh your paper dummies, considering the amount of ink coverage that will add to the weight of the piece and affect postage costs.
- Choose an environmentally-responsible paper. Consider the mill's carbon footprint, use of renewable energy, chain of custody certification and use of recycled fiber.
- Use papers that have matching sheets, text and cover within the same line for consistent branding across all your communications.
- Troubleshoot opacity issues by using a heavier paper stock if heavy ink coverage is involved.
- Work with your printer to determine the appropriate paper grain for optimal printing and finishing.

Presses

Hard-pressed for results.

- HP Indigo: HP Indigo technology is based on HP ElectroInk. This unique liquid ink contains small color particles that are suspended in imaging oil which allow the ink to absorb into the paper, giving the appearance similar to offset lithography.
- Kodak NexPress: NexPress Enhanced Dry Ink embraces a process that delivers vibrant colors and consistent spot color matching across flat fields and gradients. It also has the ability to match the ink gloss level to the substrate.
- Xerox iGen: Xerox uses SmartSize Technology™ with automatic make-ready and collation, the ability to mix paper stock and paper weights within a run and built-in intelligence to maintain color fidelity and registration.

Your printer is the best resource to answer questions you have about digital printing.

* For a comprehensive listing of sources, please visit:
www.na.sappi.com/education/digital-101/facts

The beginning is insight.

Certifications

Profile

To ensure our digital lineup meets the standards of all Sappi paper, we achieved certification where applicable through third-party testing. To simplify decision-making, we're including a guide for determining which Sappi digital paper is best suited to your project. Sappi papers are optimized for high production color digital presses such as the HP Indigo, Kodak NexPress and Xerox iGen.

Stocking

McCoy for HP Indigo and McCoy Digital

The best of the best, these sheets exceed the most demanding standards in digital printing with photo book quality performance.

Opus Digital

The go-to digital paper, offering the right balance of optics, versatility and productivity making it the ideal paper for dry ink (toner) digital presses.

Flo Digital

Engineered for everyday demand, Flo balances cost and quality to make it the ideal house sheet for daily turnarounds and personalized digital mailing programs.

Sustainability

Environmental Responsibility

With 10% post consumer waste and FSC and SFI® chain of custody certifications, 100% of the electricity used to manufacture McCoy, Opus and Flo Digital is generated with Green-e® certified renewable energy.

Learn more about our digital products by visiting: www.sappi.com/na

Sappi Digital Papers

Sheet	HP Indigo	Kodak NexPress	Xerox iGen
McCoy Gloss for HP Indigo	⊙		
McCoy Silk for HP Indigo	⊙		
McCoy Gloss Digital		⊙	⊙
McCoy Silk Digital		⊙	⊙
Opus Gloss Digital		⊙	⊙
Opus Dull Digital		⊙	⊙
Flo Gloss Digital	⊙	⊙	⊙
Flo Dull Digital	⊙	⊙	⊙

Resources

Direct Marketing Association

www.the-dma.org

Print In The Mix

www.printinthemix.com

The Print Council

www.theprintcouncil.org

USPS Direct Mail Research

www.usps.com/directmail

Printing Industries of America

www.printing.org

Direct Magazine

www.directmag.com

Direct Marketing News

www.dmnews.com

Notes

Photography and Illustration

Featured artists were selected in collaboration with Simone Friend and Beth Johnson of Friend+Johnson. Founded more than 20 years ago, Friend+Johnson remains one of the most highly regarded creative representative agencies in the country. To learn more, visit: www.friendandjohnson.com

Sappi

The names, symbols, logos, and all other intellectual property of the companies, brands and people appearing herein are the exclusive property of their respective owners and should not be interpreted as an endorsement of or by Sappi; any legal and equitable rights in their intellectual property are exclusively reserved for those owners.

SAPPI is a trademark of Sappi Limited. MCCOY, OPUS and FLO are registered trademarks of Sappi Fine Paper North America.

© 2011–2012 Sappi Fine Paper North America. All Rights Reserved.

Sappi Fine Paper North America
(800) 882-4332

www.sappi.com/na

Specifications

Printed on McCoy Silk Cover for HP Indigo 80lb/216gsm
4-color process plus overall satin aqueous
Printed on the HP Indigo 7000 Digital Press



Please Recycle

PRO-5847 version 001