

Making print work harder



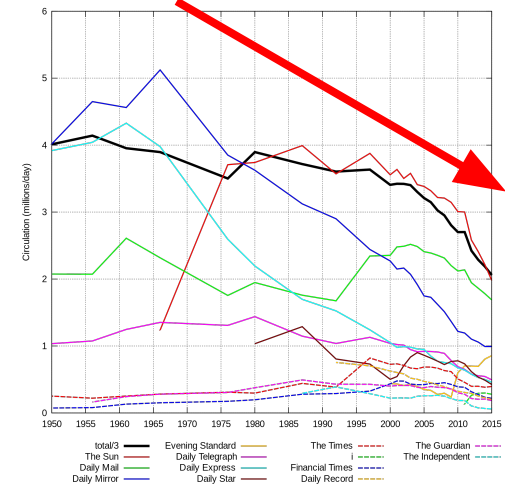
Print Surface Science™

The decline of print

Print is in rapid decline:

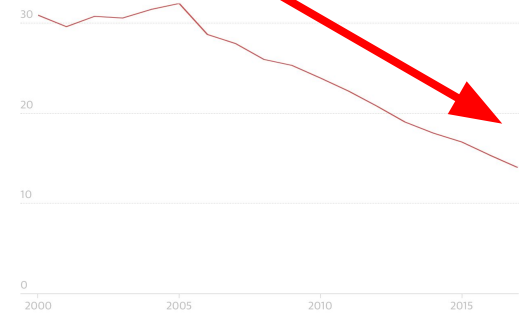
- Newspaper circulation has halved since 1950
- Magazines circulation has halved since 2000
- Direct mail share of total ad spend declined from 11.4% (2011) to 8% in 2016 and continued to decline a further 7.3% by 2020.

We are **reading less**, **investing less**, and **distributing less**, printed media.



Sales of top 100 magazines have declined by more than half in the UK and Ireland since 2000

Sales of top 100 actively purchased print titles (those that readers buy or subscribe to), millions



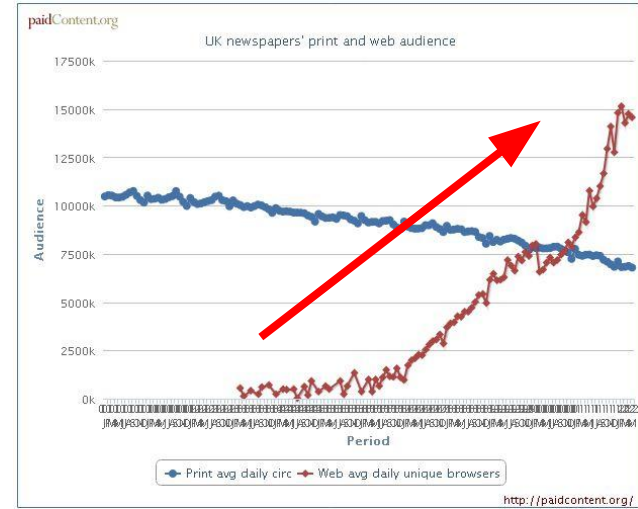
The growth of digital

In comparison...

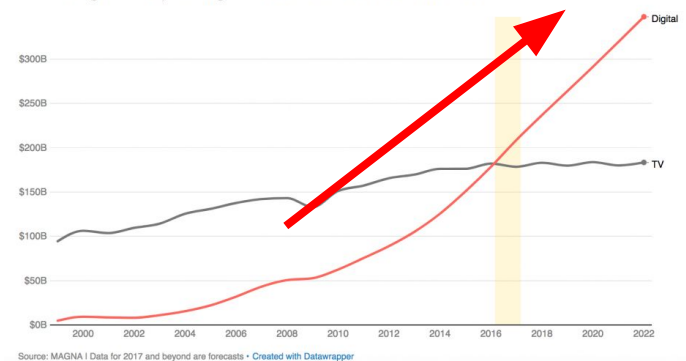
- **Online** newspaper readership has grown from 20% in 2007 to 69% in 2018.
- **Digital outdoor** advertising is growing at 30-40% pa.
- In 2017, digital advertising spend overtook traditional TV ads for the first time.

Digital is king, so...

How can print compete?



Global digital ad spending beat TV for the first time in 2017



There is hope...

“...Print still has an important role to play in advertising and many of the country’s biggest brands, such as BT, Sky, Tesco and Vodafone...continue to invest in print formats”

“Facebook’s biggest-ever ad campaign, ‘Here Together’, featured print ads alongside TV and cinema spots.”



If print still works...

...How do we maximise its effectiveness?

Making print better

We start by making print...

- more impactful
- more attractive
- longer lasting

...So, how do we do it?

More impactful print...

The performance of print is increased by adding value.

We can add value by adding different materials and textures to enhance the look and feel.

Embellished print works harder...

- 71% of consumers say print and paper quality impacts their decision to open and read mail¹.
- 38% of respondents say that the physical properties of mail influence how they feel about the sender.²

More attractive print

Print buyers will pay premiums in the range of 24% to 89% for digital print enhancements over CMYK-only work.¹

and it's growing...

Digital print enhancement volume will grow at a rate of 27% from 2015 to 2020, more than twice that of CMYK digital printing.²

Longer lasting print

By adding material to the surface of the print, we can protect it and make it last longer.

We can even make it reusable, which reduces paper wastage from reprints.

The benefits are:

- print that looks better for longer
- less money spent on reprints
- reduced paper consumption - saving trees
- less carbon emissions

Conclusion

- By adding value to traditional print, we make it more competitive.
- We can add value to print by improving its look, feel and longevity.
- Lamination films improve the look and feel of print.
- Encapsulation film protects print from damage and increases its lifespan.

The Express Difference

Our encapsulation service improves the ROI of print by making it perform better and last longer.

Our lamination films are reliable, compatible, competitively priced and can be delivered within 24-48 hours.

Download [price catalogue](#)

Get a quote expressencap.co.uk/request-quote

Call our sales team 01179 414 999

Email us sales@expressencap.co.uk

Visit us expressencap.co.uk



Print Surface Science™

For over 30 years we've used the philosophy of **Print Surface Science™** to transform print to be more competitive in a digital world. [Read more>](#)