

What is PRINTplusX?

PrintCity has been a leader in Value Added Printing since 2003 and has defined it as a product that is:

- Visibly (also other senses!) Different to standard printing
- Recognised by consumers, advertisers and brand owners
- Capable of attracting Higher Revenues and/or adds to Differentiation

There is no one-size-fits-all solution; rather, there is a large menu of options from which to define the right solution for a specific product and target market. Compared to standard printing this creates an almost endless variety of effects to maximise attention. Research shows that consumers almost immediately notice the presence of an additional quality attribute — this may be consciously or unconsciously.

A successful combination of special effects will generate emotions that are positively projected onto the product itself. If the printed product is perceived as being classy, sophisticated and interesting, this value is also positively projected on to the product or brand. A direct impact on sales can be hard to measure, but it is nevertheless possible to quantify image enhancement and increased attention.

For this reason, the framework of the PRINTplusX project is to analyse and document Value Added Printing options and their worth as a marketing instrument.

This includes the preparation and evaluation of extensive market research and discussions with brand owners, agencies, manufacturers, wholesalers, retailers and consumers. The objective is to achieve greater transparency, overview opportunities and impact, and to create guidelines for successful use. The goal is to give brand owners and their agencies facts and figures to help them evaluate their current situation and potential alternative marketing strategies.

The project is powered by an enthusiasm for print in the media value chain. Its participants include leading specialists, research and educational institutions, associations and media partners, customers and brand owners to provide different points of view and experience to ensure the widest range of competencies.

Several PRINTplusX virtual products have been developed to show the optical, haptic and emotional differences between conventional and value added print products, to help spark new

ideas. These will assist academic research to provide scientific evidence on how Value Added Printing works.

More information on the innovative PRINTplusX project can be seen at this special new web site:
www.printplusx.com

These publication images are available by visiting:

http://www.printcity.de/index.php?site_id=318

Or by emailing: press@printcity.de

About the PrintCity Alliance

PrintCity is recognized as the 'connection of competence' strategic alliance across the entire printing, packaging & publishing value chain, promoting the value of print & packaging.

We deliver value to the customers by leading global knowledge sharing and networking together. We deliver knowledge through seminars, trade fairs, project studies, publications and electronic platforms.

We want to maximise synergies to grow business effectively and be cost efficient.

More information on PrintCity Alliance projects, events and seminars can be found at www.printcity.de .

If you have questions about the PrintCity Alliance and its members. Please

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