

www.navigator-usa.com

**NAVIGATOR**<sup>™</sup>  
Office Paper Solutions

# SPLASH SOME COLOR AROUND

and make everything better.

When you print, the use of color has a much bigger impact than you might think, both in business and when reaching end-users. It can actually be the key factor for business production levels and sales.

**We will show you how.**



## Print in UHD

Navigator's new **UHD Formula** translates into a special surface **treatment** that maintains the color pigment near the surface, ensuring top definition with vivid colors, sharp contrasts and fast drying.

☐☐☐ Redefining definition



# Attention



# 82%

**INCREASE IN READERS' ATTENTION SPANS AND RECALL.** Any information is more likely to be remembered if it stands out in color.

# 44%

**INCREASED RESPONSE RATES.** Color highlights on your contact info or message encourage action.

# 80%

**HIGHER READERSHIP RATES.** Color invites people to read and helps them understand information.



# 55%

**HIGHER CHANCES TO BE PRIORITIZED.** Color gets your customers to open your mail first by capturing their attention.



# 68%

**OF THE SURVEY PARTICIPANTS AGREE THAT CUSTOMERS ARE MORE LIKELY TO RESPOND TO A MAIL ITEM THAT IS PRINTED IN FULL COLOR THAN ONE WITH LITTLE OR NO COLOR.\***

# 39%

**MORE MEMORABLE IMPRESSIONS.** Color leaves a longer lasting impression for direct mail or marketing collateral.



**COLOR IMPLIES PROFESSIONALISM** Using color gives a greater sense of importance and keeps your materials on the desk.



# Productivity hacks



15%

**IMPROVEMENT IN DOCUMENT SORTING.**  
Highlighting with color allows easier identification of documents as well as names, authors and subjects.

30%

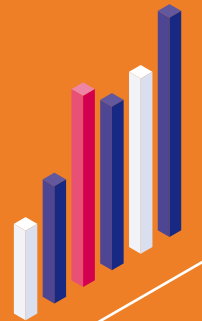
**INCREASE IN PAYMENT RESPONSE.**  
Color highlights of amounts and dates add a sense of urgency to invoices, making your customers pay their bills faster.

80%

**LESS ERRORS.**  
Color makes information clearer and easier to manage and can help customers fill out forms correctly at the first try.

39%

**TIME GAIN**  
Color improves search time, allowing people to spend time performing on more critical tasks.



70%

**IMPROVED SPEED IN LOCATING DOCUMENTS AND DATA.**  
Color cuts the 1.5 hours spent reading black-and-white documents to about 0.5 hour.



# Improve your communication

70%

**INCREASE IN COMPREHENSION.**  
Color allows your message to be understood faster and more clearly, saving time and money.

80%

**BOOST IN SURVEY PARTICIPATION.**  
Color makes it unnecessary to repeat mailings, once it grabs people's attention more easily.

78%

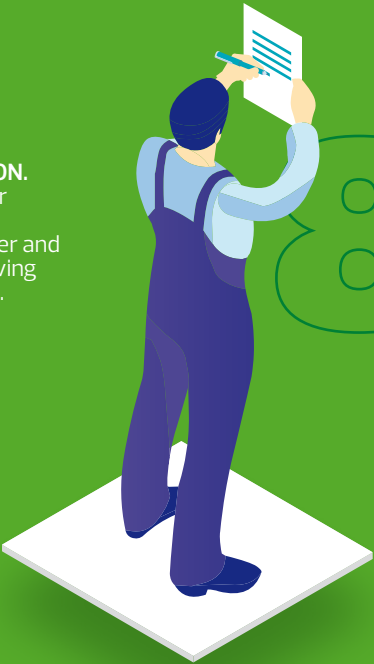
**INCREASE IN LEARNING AND RETENTION.**  
Color turns team training into a more productive process.

14%

**BETTER READING COMPREHENSION.**  
Using color is more effective than bold text, since it's used in training material, for example.

80%

**INCREASE IN MOTIVATION LEVELS.**  
Color makes any paper more attractive to pick up, read and respond to quickly.



# A boost for your sales

85%

OF THE SURVEY PARTICIPANTS AGREE THAT THE APPROPRIATE USE OF COLOR IN MAIL ITEMS INCREASES THEIR VALUE.\*



80%

**MORE BRAND RECOGNITION.** Color is one of the most important assets in brand identity and recognizing the brand is the first step to buying it.

88%

OF THE SURVEY PARTICIPANTS AGREE THAT PRINTING IN COLOR ENHANCES THE COMPANY'S IMAGE.\*



80%

**RISE IN SALES.** Color is a key sales promoter in collateral materials, sales brochures and other consumer communications.







Count on Navigator  
to bring out the best for any  
color application you need,  
**with the best results.**



PRODUCED  
IN PORTUGAL BY  
**THE NAVIGATOR  
COMPANY**

**Sources:**

Mariam Adawiah Dzulkiifi and Muhammad Faiz Mustafar, The Influence of Color on Memory Performance: A Review. Penerbit Universiti Sains Malaysia, 2012. Loyola College, Maryland, U.S.A., by Ellen Hoadley, Ph.D., Laurette Simmons, Ph.D., and Faith Gilroy, Ph.D. Case & Company, Management Consultants. Bureau of Advertising, Color in Newspaper Advertising. Maritz Motivation, Inc., Southern Illinois. The Persuasive Properties of Color, Marketing Communications, What's Working in Direct Marketing, How to Use Color to Sell, Cahners Publishing Company, Grasp Facts Fast with Color Copying, Modern Office Procedures. www.dnnews.com/test-your-lists-for-better-campaign-targets/article/130116/, accessed August 31, 2011. Pitney Bowes. "An Intelligent Approach to TransPromo." Page 3. Ibid. Irongate Digital Solutions, TransPromo Overview, www.irongatedigital.co.uk. Loyola College, Maryland, U.S.A., by Ellen Hoadley, Ph.D., Laurette Simmons, Ph.D., and Faith Gilroy, Ph.D. Case & Company,

Management Consultants. Bureau of Advertising, Color in Newspaper Advertising, Maritz Motivation, Inc., Southern Illinois. Published material: The Persuasive Properties of Color, Marketing Communications; What's Working in Direct Marketing, How to Use Color to Sell, Cahners Publishing Company, Grasp Facts Fast with Color Copying, Modern Office Procedures. \*According to the "Color Effectiveness Study - Business & Consumer Survey Trends" by Infotrends, which focused on small businesses in all professional areas, from managers to CEOs, and also consumer respondents. The scope of the study was to evaluate the relative benefits in the eyes of both the document recipient and owner, of documents with greater or more effective use of color versus those without. It was based on a quantitative survey with 22 questions submitted to 307 office document producer (business) interviews and 319 consumer interviews.