

UBR Services

Printing & Copies

The Importance of Color

Research clearly indicates that color has tremendous power to add impact to communications, boosting recall and influencing opinion. Studies done by Pantone® and the internationally recognized Pantone Color Institute® indicate that “consumers are up to 78% more likely to remember a word or phrase printed in color than in black and white.” Further to this, “when color is combined with the written word, it impacts readers with the triple whammy of greater recall, recognition and attention.”

Other research backs up these findings. A study by InfoTrends discovered that full-color variable data documents also enhanced customer loyalty and retention, generating 34 percent faster response rates, a 48 percent increase in repeat orders, and a 32 percent increase in overall revenues.

According to the Institute for Color Research, up to 90 percent of subconscious judgments about a person, environment, or item are based on color alone.

In business, we want our advertising or communication with our customers to be as effective as possible. With recent advances in technology, we can offer colour solutions that are much more cost effective than in years past. Ask us what options we can offer you - we would be pleased to assist you in finding a solution that meets your needs and matches your budget.