

# Imprinting a Colourful World

Inacopia Elite mission is to combine the best raw materials with the most advanced manufacturing technology by anticipating and surpassing the needs of office paper users.

The **unique whiteness**, combined with **excellent colour applications** and consistent quality, make of Inacopia Elite range the right choice for a **life full of colour**.

## ◆ LET YOUR TRUE COLOURS SHINE THROUGH

At Inacopia, we know colour impacts first impressions and can make a difference between reading documents or throwing them away, between effectiveness and waste.

## ◆ IMPRINTING WINNING SALE ARGUMENTS

(Why choosing Inacopia is always a good idea)

### WE CARE ABOUT YOUR CUSTOMERS

Inacopia premium quality paper translates into satisfied, loyal customers, and repeated purchases.

### WE HELP YOU ACHIEVE HIGHER MARGINS

A quality product that customers are willing to pay for.

### WE HAVE ENVIRONMENTAL CREDENTIALS

FSC and US Ecolabel.

### WE ALWAYS DELIVER QUALITY

Inacopia paper quality is unique and consistent. We always use the same raw materials and the same modern technology, an unbeatable combination to guarantee an unmatched performance.

### WE PROVIDE YOU WITH A STORY TO TELL

Inacopia is always working on new ways to surprise its customers, being it by creating new products, introducing environmental certifications or launching exciting promotions.

**Inacopia** 

Imprinting life since 1982

# ◆ GET YOUR LIFE IMPRINTED. GIVE IT SOME COLOUR.

## 1. COLOUR IMPACTS COMMUNICATION EFFECTIVENESS (Impact of colour vs. black and white communication)

  
**+82%**

**INCREASE IN READERS' ATTENTION SPANS AND RECALL.**  
Colour makes information more likely to be remembered.

  
**+80%**

**READERSHIP RATES.**  
Colour is an invitation to read and a way to emphasize critical information.

  
**+55%**

**MORE CHANCES TO BE PRIORITIZED.**  
Colour gets a customer to open your mail-shot before opening another. It captures their attention.



## 2. COLOUR IMPACTS PRODUCTIVITY



**70%** **QUICKER LOCATION OF DOCUMENTS AND DATA.**

Colour cuts the 1.5 hours spent reading b&w documents to about 0.5 hours.

## 3. COLOUR IMPROVES COMMUNICATION

**70%** **INCREASE IN COMPREHENSION.**

**78%** **INCREMENT IN LEARNING AND RETENTION.**

**80%** **BOOST IN MOTIVATION LEVELS.**

## 4. COLOUR BOOSTS SALES IN **80%**

Colour is a key sales promoter in collateral materials, sales brochures and other consumer communications.

