

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.

