

# **IN PRINT** pressrelease

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## **Enhancing for Successful Dialogue Marketing**

### **New experiences for print buyers at "Kreativität im Druck"**

What are the factors for success in dialogue marketing? What influence does print finishing have? How are modern enhancement technologies applied? Experts in the field gave their answers at the event "Kreativität im Druck" (Creativity in Print) in Offenbach/Germany on September 25th.

"The environment influences print and print influences the environment. This interaction requires good communication between all those involved in a printed product: print buyers from the publishing industry, agencies or brand owners and of course printing companies", says Thomas Hauser, Vice President Marketing & Communications at manroland. "Because often the problem is that all of these people were not called to the table soon enough. The brand owner hires the agency, the agency hires the printing company. If they all had the same amount of information and were all involved at the right time, the potential of the print medium could be used much more efficiently." "We see ourselves as intermediaries between the different groups – in addition to scientific and print-technological presentations on the subject of print finishing for successful dialogue marketing, we were also able to obtain a presentation from the creative agency Springer & Jacoby. This mixture of theory and practice has been met with heavy interest since the first event," says Heiko Stock, manroland organizer of the event.

### **Print Finishing Works: Focus on Knowledge Transfer**

The experts from Siegfried Vögele Institut, from the advertising agency Springer & Jacoby, as well as from F-Media and Margreff Druck gave suggestions for creative enhancement in direct mailings. With direct mailings, it is particularly the emotions of the recipient that determine if he or she will read a mailing. Enhancement is the finishing touch in the implementation of creative ideas: coatings, hot and cold foil as well as UV-printing inks directly target the senses of the recipient, and enhancement technologies like the ROLAND InlineFoilPrindor open up new business areas for printing companies. Following the presentations, the participants experienced how a direct mailing with varnish and cold foil was enhanced at the manroland Print Technology Center. At the beginning of 2008, together with the German Association of Media-Production (Fachverband Medienproduktioner f:mp), manroland launched the event series "Kreativität im Druck". Print buyers from advertising agencies and brand owners regularly partici-

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pate in these events to find out about the creative use of innovative printing applications.

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