



ROTO *date*

ROTO SMEETS FOUR MONTHLY NEWSLETTER

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Paper releases emotions

Cutting costs

The power of
scent and paper



Extra cost savings thanks to innovative finishing techniques

Printed paper alone does not make a magazine. It is only during the graphic finishing process that printed paper turns into attractive magazines, brochures and folders. In addition, in-line finishing offers cost advantages that can go as high as ten percent of a production budget.

Upgrading and graphic finishing are tools with which to stand out among the visual clutter in magazines and special interest publications. The standards set for finishing are high. Of course a spread that is divided over two quires must flow smoothly through the spine. Stickers with or without perforation lines are pasted loosely to pages so that the reader can easily request extra information. A spot of varnish draws the eye of the reader to a corner of the page.

Designers continually come up with new ways to present graphic products. This forms the basis for the quest for new techniques and possibilities in which the limits of technical know-how continue to expand.

In-line finishing gaining ground

Of at least equal important is the continuous attention to minimising costs. Arie van Eijk and Hans Falk both work at Roto Smeets Sales & Production Support in the Netherlands. Says Arie van Eijk: "In recent years we have seen the possibilities of in-line finishing increase very rapidly. On the press you

can already fold, staple or paste and cut. For the client this represents a cost saving. The turnaround time of the print order is becoming shorter as well. All of this is good news for publishers and advertising agencies."

Magazines are being made into complete products in-line with increasing frequency. Hans Falk: "A magazine up to 96 pages self-cover can roll off the presses as a ready-made product in a gram weight that is not too high. This is a particular boon to publishers." For a Dutch weekly the money saved in this way came to no less than a tenth of the total production budget. And that adds up.

The two specialists see the same trend in the realm of direct mail and with regard to printed matter

for the retail sector. Says Van Eijk: "Clients are choosing different formats more often. In addition in their quest for minimising costs, they look for paper choices in combination with formats in order to make their printed matter fit better with the offers they place on the market.

Says Falk: "We observe a tremendous level of cost consciousness. Thanks to innovative techniques, we not only realise many more creative possibilities, we also ensure that costs remain under control."

For more information on paper types and the various folding options, please contact your account manager.

The
turnaround
time is
becoming
shorter.
All good
news for
publishers.

data · paper · inspiration

The sweet smell of success. You recognise that experience better than anyone: the sweet smell of success. When at the end of the financial year the figures are again satisfactory after all, it is quite a relief. Despite the sagging economy, Roto Smeets managed to close last year with positive results. This is due in part to a structural efficiency policy that has allowed us to control costs and keep profits up. Efficiency which also profits you, the client. Just like you, we at Roto Smeets are constantly on the lookout to cut costs and find innovative solutions. So with Roto Smeets you are holding all the aces, now more than ever. So that the sweet smell of success will remain.



René van Werkhoven (Managing Director Roto Smeets)

Paper releases emotions

When it comes to a positive experience with regard to magazines, the choice of paper is very important. Among young readers, magazines still hold a very strong position in the face of new media. These were two striking conclusions of science research at the University of Helsinki.

A magazine must be a harmonious entity. In addition to information focusing on its group of readers and strong images, this also means the correct choice of paper, well chosen gram weight, gloss, whiteness, volume, surface, printing technique, resolution, colour contrast, details, photos and layout.

These were the results of scientific studies at the University of Helsinki on behalf of Sanoma Publishers. Roto Smeets was a partner during the research. The university studies concentrated mainly on measuring such factors as ergonomics, ease of use, calming effect, rhythm, experience and the ability to fit into the daily lives of readers of magazines.

The large scale test of readers yielded remarkable observations. For example the results from various countries are largely consistent with one another. But there are no standard recipes for success. Publishers must bear in mind the regional or national cultures of their readers.

First paper, only then the screen

It is interesting that young people, too, find reading magazines much more comfortable than reading on the computer monitor. Magazines combine text, image and advertisements to create a pleasant environment. Printed media appeal to sensory experience. You can hear the



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sound of paper, you can smell and feel it. People consider printed media as giving them more of an overview and being more user-friendly and accessible. In addition, printed photos and colours look better on paper than they do on the screen.

The study showed that the effect of paper on the realm of experience of the reader can be analysed. The researchers observe that creating a positive and

optimum reading experience demands a far-reaching collaboration between client and product specialists. Indeed, the effectiveness of printed communication depends to a great

extent upon the right combination of content, paper, layout and technology. Paper is a critical factor in this mix, one that must support both the editorial and advertising pages.

Paper requires precision

The study at the University of Helsinki showed that the choice of paper by a publisher requires considerable precision. Where designers have a tendency to opt for matt, often somewhat more yellowish paper, readers of magazines virtually always prefer clear white, glossy types of paper.

Consumer swoons at aromatic advertisement

Aromas have a positive influence upon the frame of mind and the purchasing habits of people. The aroma of freshly baked bread in a supermarket entices people to the baked goods department. Scented printed matter is currently making modest inroads in the market.

An advertisement plays on a variety of emotions. Image, text and form are important. But even the way the paper feels plays a role, as well as its scent. All these impressions together can be stronger than a catchy advertising slogan.

Until quite recently it was hard to describe the scent of a product. Scented inks are the solution. In offset it is possible to use micro-capsules containing scent that bolster an advertisement with aromatic emotional appeal.

Jeanine Verbeek is project manager at Senta, a marketing consultation agency in sensory marketing communication including scented printed matter. Says Verbeek: "Our own research has

shown that a combination of scent and image ensures that people remember an advertisement twice as well. Readers are more actively involved with an aromatic advertisement. Not only can they look at the advertisement, they can also smell it. After reading a scented advertisement, people are more likely to be prepared to buy a product." According to that same study, the direct range of such advertisements rose to 84 percent of all readers.

Scents in engraving

In 2003, jam producer Hero launched a fruity, new vanilla jam with the aroma of fruit and vanilla. The advertisement appeared in engraved form in the December issue of the Dutch magazine *Allerhande*, a monthly publication of supermarket chain Albert Heijn. This scented printing technique is not entirely new. In cooperation with Senta, Roto Smeets produced a scented engraving in the weekly women's magazines *Libelle* and *Margriet*.

Benine Janssen, product manager at Hero, is very satisfied about the aromatic advertisement in *Allerhande*. "Vanilla is a scent that calls up a positive reaction in readers. Hero wanted to take advantage of this with its new jam-range Hero Fruit&Vanilla with an aromatic advertisement. This put the product on the market in a very eye (and nose) catching manner."

A combination of scent and image ensures that readers remember an advertisement better.



Gently scratch the advertisement and discover the power of scent and paper.



COLUMN

One of the nice things about the printing trade is that we have the chance to meet old acquaintances once again at the beginning of the New Year. Clients who only have one or a couple of print jobs drop by, and based on their requests, we can often tell how their business is progressing. Creative initiatives change, the number of copies printed rises or falls, they've fallen prey to excessive economy measures, etc. Sometimes, however, the very opposite is true. Marketing communication expenditures rapidly give an indication of the general economic situation, and printers feel the repercussions almost immediately.

In this sense, we see that companies which stopped ordering commercial flyers for house-to-house distribution come back when they decide that they need to increase their customer base. The total budgets allocated by advertisers and retailers to mass commercial mailings are not fully known, but they are, according to our information, substantially higher than the expenditures for other printed and audiovisual media.

For this reason, we are convinced that the market for printed commercial matter will continue to be a strong and growing base for the printing industry. Nevertheless, the well-known imbalance between supply and demand makes it difficult to maintain profitability and if the figures for 2003 continue to underperform those for 2002, this will further increase concerns in the sector. Yet interestingly, we have seen that investments in new equipment are still increasing, despite the fact that in some cases this is just a question of replacing older machines. As a result, production capacity is increasing at a faster pace than demand.

In 2003, Roto Smeets produced strong results and substantially increased its solvency. Thanks to this, the group has a sufficiently strong financial base to determine its own course in these turbulent waters, and as one would expect, business reorganisation and investment programmes are permanent items on the daily management agenda.



David Ewington
Managing Director
Roto Smeets Ltd.