

Colors can increase brand recognition by **80%**.
COLORCOM, WHY COLOR MATTERS, 2017

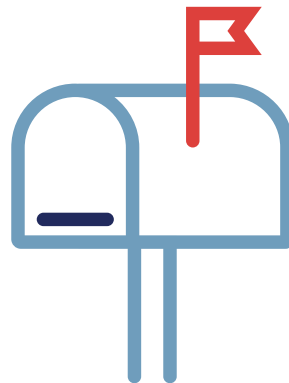


According to the USPS, **56%** of people stated that **receiving and reading mail** is a real pleasure.
IS DIRECT MAIL DEAD?, THEMAILSHARK.COM, APRIL 2019



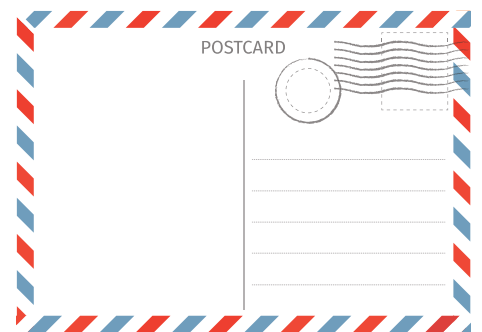
Tangible Materials leave a deeper footprint in the brain. MILLWARD BROWN CASE STUDY

70% of purchase decisions are made **in-store**.
POINT-OF-PURCHASE ADVERTISING INTERNATIONAL

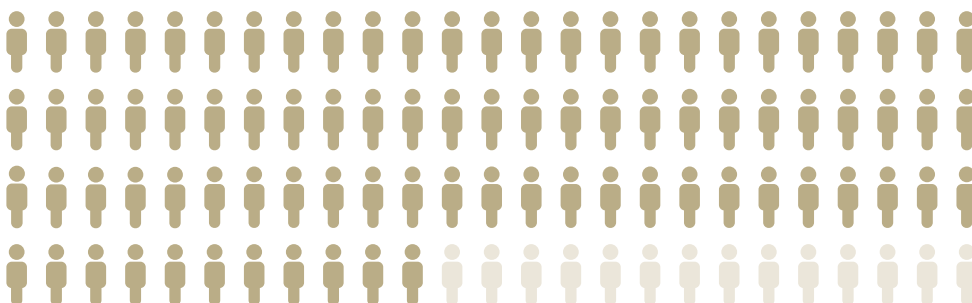


55% of people said they look forward to seeing **what's in their mailbox**, according to the USPS.
IS DIRECT MAIL DEAD?, THEMAILSHARK.COM, APRIL 2019

57% of respondents said that **postcard marketing** makes them feel more valued and creates a more authentic relationship.
WHY DIRECT MAIL MARKETING IS FAR FROM DEAD, FORBES, AUGUST 2017



86% of consumers said that **Personalization** has some impact on what they purchase.



CONTRACT PACKAGING ASSOCIATION, 2015

3 out of 4 **millennials** are willing to pay extra for sustainable products.



'GENERATION GREEN': HOW MILLENNIALS WILL SHAPE THE CIRCULAR ECONOMY, ENVIRONMENTJOURNAL.ONLINE, NOV 2018