

Survey says...

Knowledge is power in any business, and computers and the Web provide virtually unlimited access to information and opinions on every topic. To manage the scope of this wellspring of data and to extract what's important, many business leaders and their teams are printing out their own documents and are also relying on other forms of print media. Indeed, according to a poll conducted by Doremus and the *Financial Times*, 60 percent of the senior executives they surveyed across North America, Europe and Asia said that when they want in-depth analysis, they turn to print.

This reliance on print is not the exclusive purview of the executive. There is also a notable preference among professionals at every level for reading printed documents compared to online, especially when they are working in a team setting or need to really assimilate information. A study conducted by Harris Interactive on behalf of Earthtone revealed that 64 percent of workers prefer ink on paper when it comes to reading. Ironically, the rate was even higher — 70 percent — with employees of technology companies.

And why is this? Research has shown that, among other things, many people find hard copies more practical to manage during presentations or group discussions because they are easier to navigate and annotate than electronic documents. What's more, it has been argued that we learn differently from the printed word than a screen, and that we may actually learn better from a book, newspaper or printed report than we do using a computer.

Print also continues to be the preferred medium of many consumers. The Doremus/*Financial Times* study revealed that nearly two-thirds (64

Tidbits

- **64 percent** of executives said they pay more attention to print ads than online ads. (Doremus/*Financial Times* study)
- **59 percent** of senior executives prefer printed versus online information. (Domtar)
- At least **77 percent** of the people who receive direct mail sort through their mail right away. (USPS)

More details:

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percent) of the executives they polled said they pay more attention to print ads than online ads. Direct mail also remains a highly effective marketing strategy, with 80 percent of people reading or scanning promotional material they find in their mailbox and many making purchases as a result.

Print strong in B2B arena

Print also remains highly effective in the competitive business-to-business (B2B) marketing arena, with many customers favoring print ads over online versions. In a USA Strategies survey, new product introductions, print ads and editorial coverage were viewed as the most important advertising options by B2B customers.

FedEx Office, in its third annual Signs of the Times national survey of small businesses, demonstrated that small business owners also see the value of print, revealing that more than

half of those surveyed (61 percent) believe traditional marketing and advertising methods are more effective than Web-based counterparts at bringing in customers.

The reasons behind the enduring popularity of print may be as varied as the customers themselves and the products they are buying. But, as Alexa Wiggins, director of online marketing for *PC World* magazine, pointed out, there are also a number of practical constraints that can lead a customer to choose a traditional print document rather than a rich media file, such as software compatibility and upgrades, and an office environment that may not be conducive to listening to audio files.

No one is suggesting that online document sharing or advertising are not practical and effective business tools. But, it is clear that a strategically placed print ad or a colorful, printed presentation continues to have a strong impact both in the conference room and on the bottom line. Printed and electronic media work well together to reach the widest audience possible for a brand. And isn't that what business is all about? 

Editor's note: This essay, reprinted with permission here, originally appeared in "Paper Because: 28 Collected Essays," published by Domtar in 2012. Domtar is one of North America's largest integrated manufacturers and marketers of paper.

JPA believes very strongly in the enduring power of print, and is active in promoting this notion to pertinent audiences wherever possible. JPA customers are free to share this message with prospective advertisers and others in their respective industries.

One on one

JPA profile: Kevin Alsdorf, machine operator

Number of years with JPA: 28 years

Why he loves JPA: "The people are pretty good about things, and every day here is different. There have been a lot of changes since I've been here as far as the equipment."

Family life: Alsdorf and his wife, Debbie, are celebrating their 29th anniversary this year. Debbie works in office



Debbie and Kevin with (from left) Sam, Tommy, and Andy



Debbie and Kevin with Cecilia

management for Extreme Motors in Bloomington, Ill. The couple has three sons: Andrew, 23; Samuel, 21; and Thomas, 15. Andrew and his wife, Tricia, 25, have a 15-month-old daughter named Cecilia. Alsdorf takes being a grandpa in stride. "It's just another gray hair," he joked. Alsdorf and his family make a point of spending time outdoors together. "We usually go to two different state parks each year," he said.

Hobbies: Alsdorf enjoys camping and fishing, and he says he plays an occasional game of golf when he has the time. "I used to like to bowl, but I had a knee replaced a few years ago and can't do that anymore." For the family camping trips, the Alsdorfs have a pop-up camper that sleeps six.

One cool fact: Alsdorf has made two trips to the state of New York to visit cousins at their family business: an apple orchard. "I don't know how many hundreds of trees that they were caring for," he marveled. "The employees were packing the apples on site." The orchard was on the lower portion of the state, in a very scenic part of the country. "When we drove up, we got to see all of the mountain areas." Alsdorf brought his mother on the second trip. Looking back, he said, he's glad they had the opportunity to see the orchards. "My cousins are retired now," he said, adding that his cousins still live on the land across the road from the apple orchard. 📷

RECIPE

Party potatoes

1 package of frozen hash browns (cubed, not shredded)
1 can of cream of chicken soup
1 stick of melted butter



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1 pint of sour cream
2 cups of shredded cheddar cheese
Mix the ingredients above and spread into a 9x13 inch pan.

Topping

½ stick of butter melted
2 cups of corn flakes
Crush the corn flakes and mix them with the melted butter. Then sprinkle the topping over the potato mixture. Bake at 350 degrees for 90 minutes.

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