

...is LIFE

ABOUT <COMPANY NAME HERE>

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PRINT

Reading a printed book reduces stress levels by 68% — more than listening to music, drinking a cup of coffee, or taking a walk. Studies have shown that giving our brains that space to engage with a printed story can actually relax our muscles and lower our heart rates. In fact, six minutes a day is enough to reduce stress.¹



**PROMOTES
& PHYSICAL
WELLBEING**

For every \$167 spent on direct mail, U.S. marketers sell \$2,095 in goods.² Print can even help address the e-commerce issue of abandoned carts, which amount to trillions of dollars a year in lost sales for online retailers. Many will follow up with an abandoned cart email, but studies have shown that an additional direct mail touchpoint can double reactivation of abandoned carts compared to an email alone.³



**DELIVERS
RESULTS**

Print businesses in the U.S. currently employ 396,996 people. By employment, the industry ranks 14th in the manufacturing sector, and in fact, the average printing business in the U.S. currently employs more people on average than it did five years ago.⁴



CREATES JOBS

Readers of print books absorb and remember more than readers of e-books do. A meta-analysis of 54 studies published between 2000 and 2017 found an advantage for print books when it comes to reading comprehension⁵, and one study with more than 10,000 participants found that a broad majority preferred print for studying.⁶



**FOSTERS
LEARNING**

Nearly one-third of Americans rate their photographs and photo albums as their most prized possessions. Family photo books, wedding albums, and baby books consistently make the top of the list, and with the advent of holiday greeting cards and birth announcements that are personalized with photos, these print pieces have become even more treasured, too.⁷



**PRESERVES
MEMORIES**

The combined pulp, paper, and print sectors are the lowest in industrial emitters, at 0.6% of global greenhouse gas emissions.⁸ Electronic waste — 53.6 million metric tons of which was generated in 2019 — and digital waste (*emails, social media posts, and other communications stored in “the cloud”, also known as data centers*) have huge carbon footprints.⁹ Paper, on the other hand, is one of the most recycled products in the world and epitomizes the circular economy model of make, use, recycle and reuse.



**IS A
SUSTAINABLE
ALTERNATIVE**

1 <https://wordstat.com/benefits-of-reading-every-day>
 2 <https://www.nerdwallet.com/article/small-business/direct-mail-statistics>
 3 <https://sg60.com/study-highlights-direct-mails-ability-to-convert-abandoned-carts>
 4 <https://cash4toners.com/printing-statistics>
 5 <https://www.sciencedirect.com/science/article/pii/S1747938X18300101>
 6 <https://journals.plos.org/plosone/article?id=10.1371/journal.pone.0197444>
 7 <https://gtrnx.org/most-prized-possession>
 8 <https://www.twosides.info/electronic-communication>
 9 <https://www.twosides.info/electronic-communication>