

#LetsGetPhysical

CPI Group (UK) Ltd

Print. Events. Branded Merchandise.



Dan Cottrell

CREATE. PRODUCE. INSPIRE.

We are creators and producers, delivering innovative marketing and print production solutions worldwide



**£135M
UK turnover**



**2,500+
Employees**



**Global coverage:
15 manufacturing
locations**



**€360M
Group turnover**

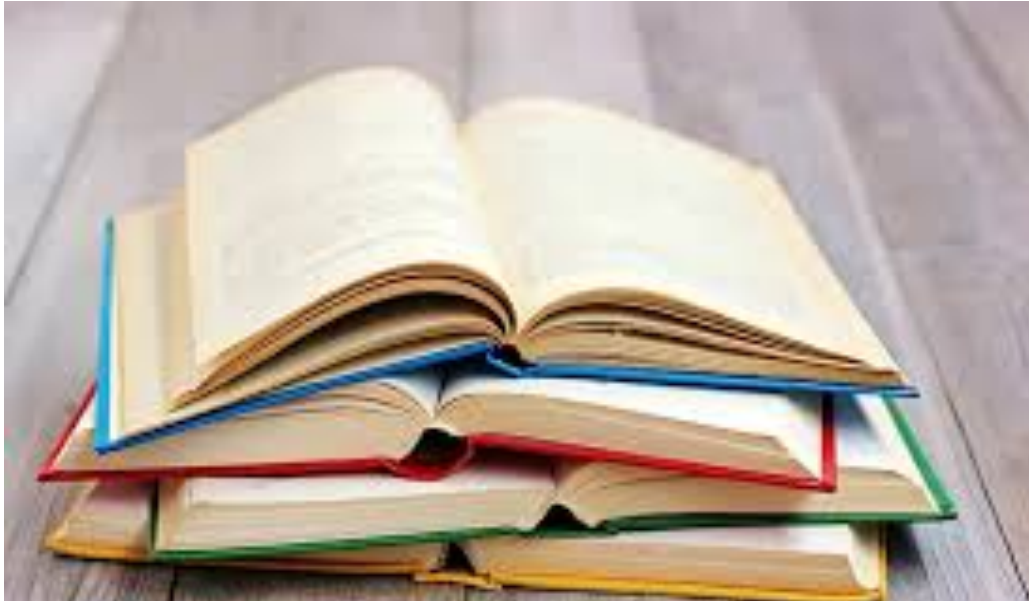


**Creative studio
on/off site**

CPI Group is one of the UK's leading printing companies, successfully integrating award-winning lithographic print, digital printing and a vast array of finishing options. Operating from a state-of-the-art manufacturing site based in Croydon, we also provide real-time stock management services, fulfilment and pick and pack solutions.

Our team is extremely knowledgeable and offers exceptional client service to maximise results. CPI Colour produces outstanding work across corporate reporting, Finance, luxury brands, retail, fashion and the design agency sector.

Books



£100m

Commercial



£35m

A FAMILIAR SIGHT?





THE UK PRINT BOOK MARKET IN NUMBERS

£34M

THE AMOUNT PRINT BOOK SALES
INCREASED BY

627,000

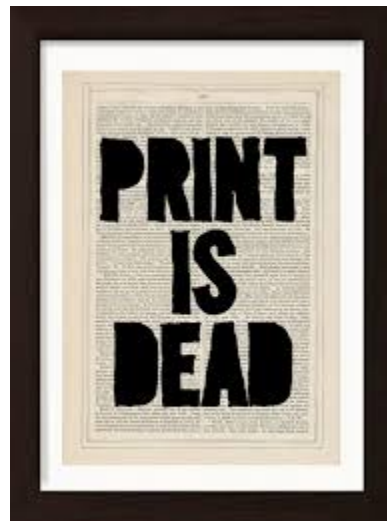
ADDITIONAL NUMBER
OF BOOKS BEING
BOUGHT

2.1%

THE GROWTH
OF THE UK'S
BOOK MARKET'S

17%

DECLINE IN
E-BOOKS SALES





#PrintIsNotDead
But it is evolving....



QR CODES

Advantages

- In Europe, QR Code usage is eight percent of consumers, scanning QR Codes several times a week.
- Quick & Error Free
- Scan and store information for future reference
- Informative & Actionable
- Bridge different communication channels

Disadvantages

- Lack of familiarity (Still!)
- Dependability of smart-phone (3.2billion users)
- Ugly!

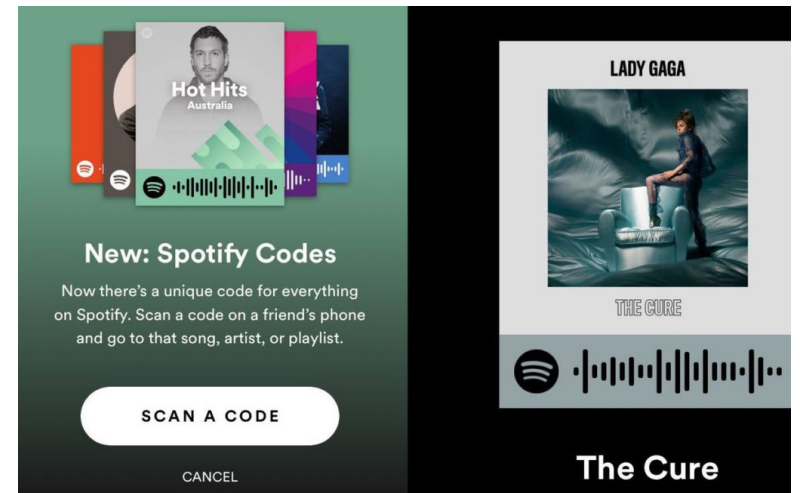
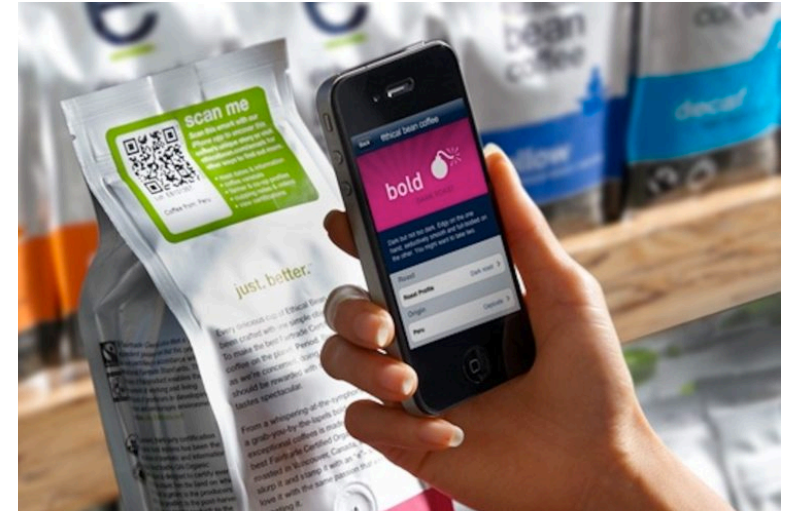


STEP 1: Open the Camera App from your device's Home Screen, Control Center, or Lock Screen.

STEP 2: Hold your device so that QR code appears in the viewfinder and you see a notification with a link.

STEP 3: Click on the notification to open the link associated with the QR code







People Aren't Bombarded By Direct Mail

107

Emails Received Per
Person Per Day

63

Displays Ads Seen Per
Person Per Day

2

Pieces of Direct
Mail Received Per
Person Per Day

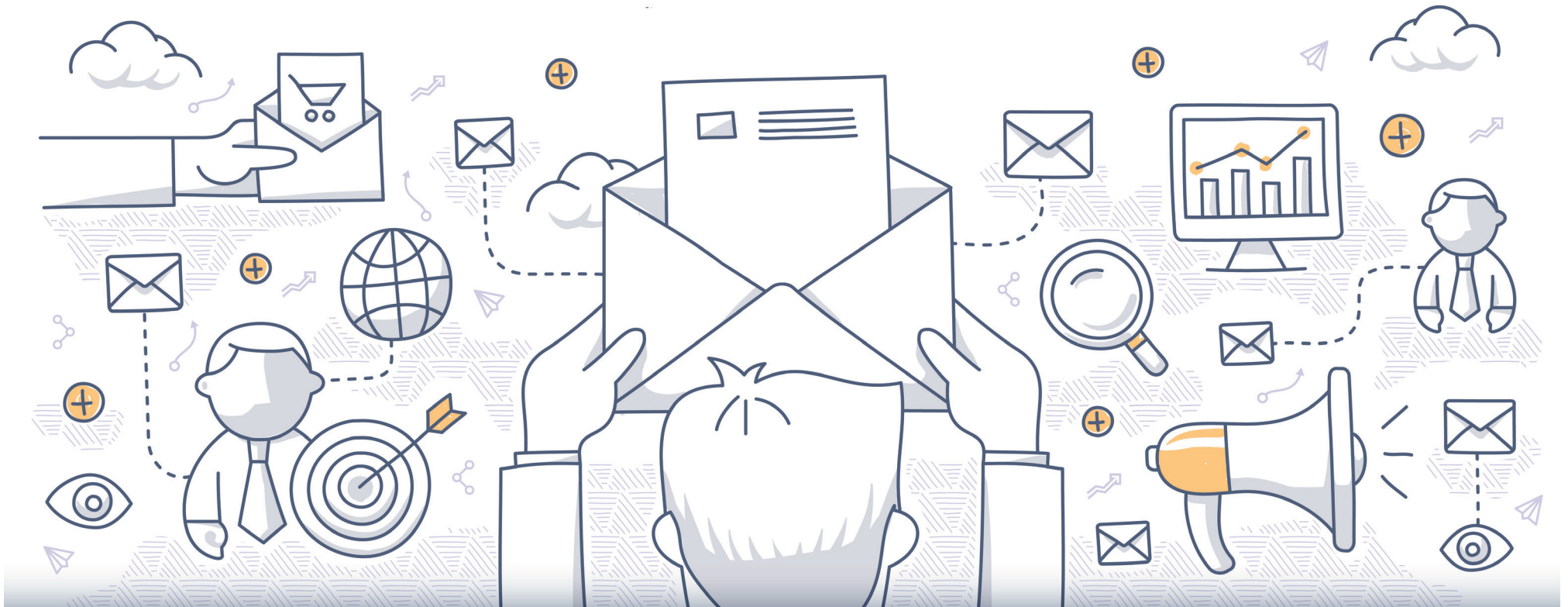
So They Open It
65% of direct mail is opened vs
17.63% of emails

And They Take Action
79% act on direct mail offers
immediately vs. **45%** that act on
email offers immediately

DIRECT MAIL - NOT JUST FOR HUMANS



<https://www.youtube.com/watch?v=Wj4ZJ52xn7c>



Jigsaw AW 18 - SS 19 Direct Mail Campaign

House Accounts

250k Mailing

54k Orders

£7.2 Million Revenue

£133 Average Spend

Prospect

150k Mailing

2200 Orders

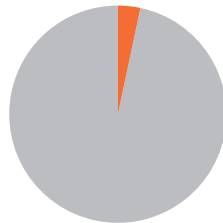
£400k Revenue

£182 Average Spend



**£7.6 Million
Total Revenue**

Cost of campaign



Revenue generated





It's Personal

Personalising direct mail with your prospect or customer's name **increases your response rate by 135%**



It's Engaging

Your potential **customers' brains are 20% more engaged** and motivated by print advertising like direct mail.



It's Trustworthy

56% of people feel print advertising is the most trustworthy form of marketing.



It's Memorable

People are 70% more likely to remember a business seen in print vs online,

DIRECT MAIL + DIGITAL = THE PERFECT MARRIAGE

Direct mail lifts
the response rate
of other channels
by
450%

Direct mail +
Digital =
28%
Higher conversion
rates

Direct mail +
Digital Ads=
118%
Higher conversion
rates than direct
mail alone

SUSTAINABILITY



ISO14001 certified

This is an internationally recognised environmental quality standard requiring us to manage our supply chain, operations and waste streams in a responsible manner, minimising our impact on the environment and constantly improving our processes.



Carbon Neutral

CPI Colour monitors and offsets its carbon emissions. Combining energy reduction measures with support for external emission reduction projects means that we are a Carbon Neutral manufacturer.



FSC compliant

This means that we fully comply with the chain of custody requirements of the Forestry Stewardship Council (FSC). The FSC ensures that there is a transparent chain of custody from the forest, through the paper manufacturing cycle to the final printed product. This guarantees that the raw material used is from a responsibly managed source.



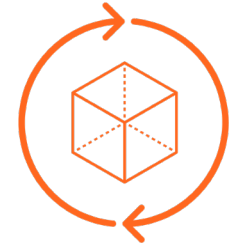
CRC/CCA committed

We have signed up to the government's CRC Energy Efficiency Scheme and the Climate Change Agreement (CCA) and continue to meet all targets in relation to both of these schemes which aim to reduce our CO2 emissions.



Sedex member

Sedex is a global organisation that scrutinises the conditions under which people work both in our own organisation and our supply chain. It ensures that social and employee welfare standards are maintained and promoted, the working environment is safe and individuals are not subject to unacceptable working practices.



Valpak Waste Scheme

Our commitment to the VPWS (Valpak Packaging Waste Scheme) results in a year-on-year reduction of all packaging waste. Furthermore, 90% of all our waste is recycled, reducing what is sent to landfill.



Produced on
Recycled coffee
cups

Fake news debunked

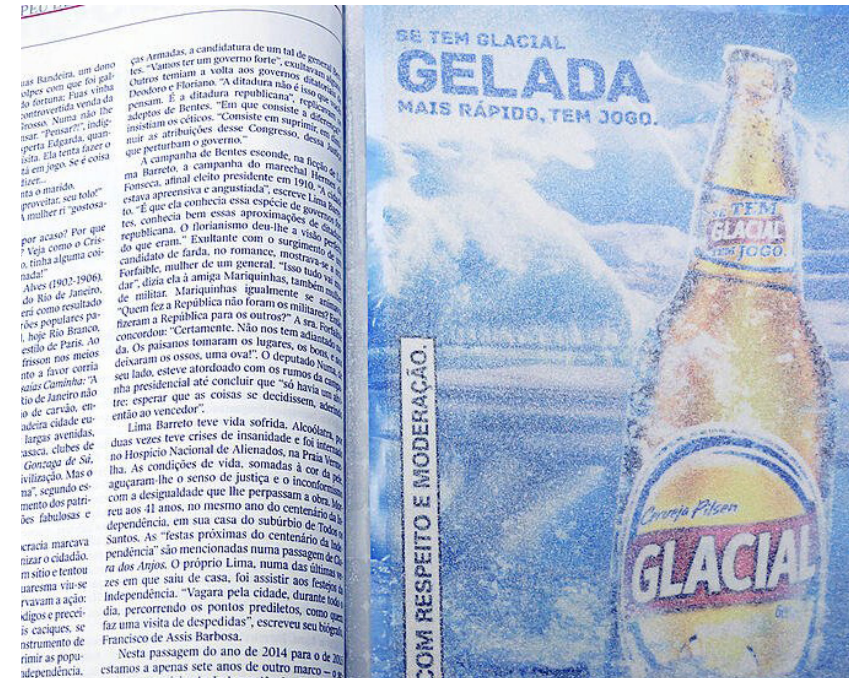
Responsible
production

Sustainable
development

Reducing our impact

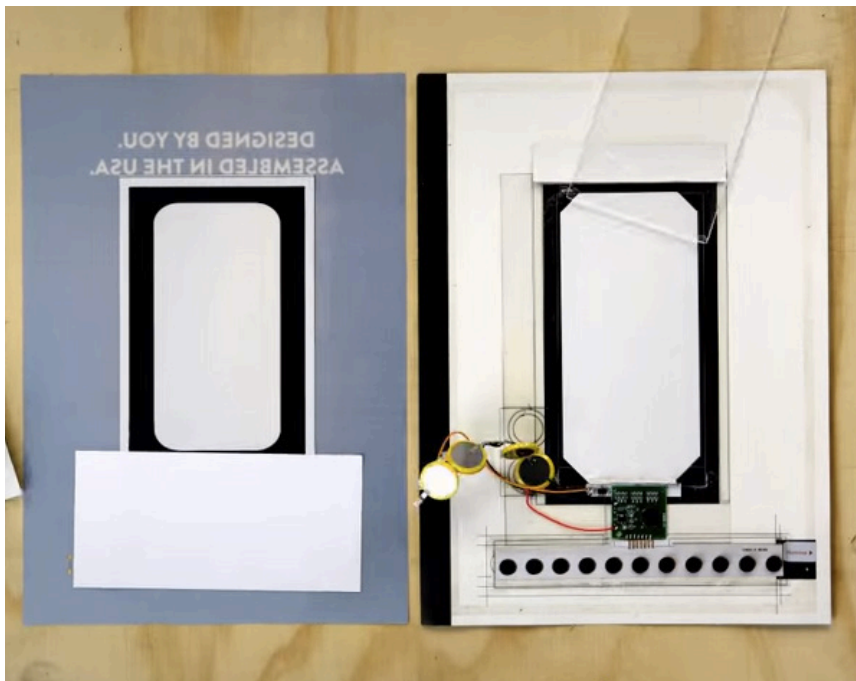
Glacial

If you've ever wanted to speed up the beer-cooling process, you'll understand the allure of this print ad from Glacial. You soak the ad in water, wrap it around the bottle, and put it in the freezer. The print ad was made with salt particles, which reduce the freezing point of water.



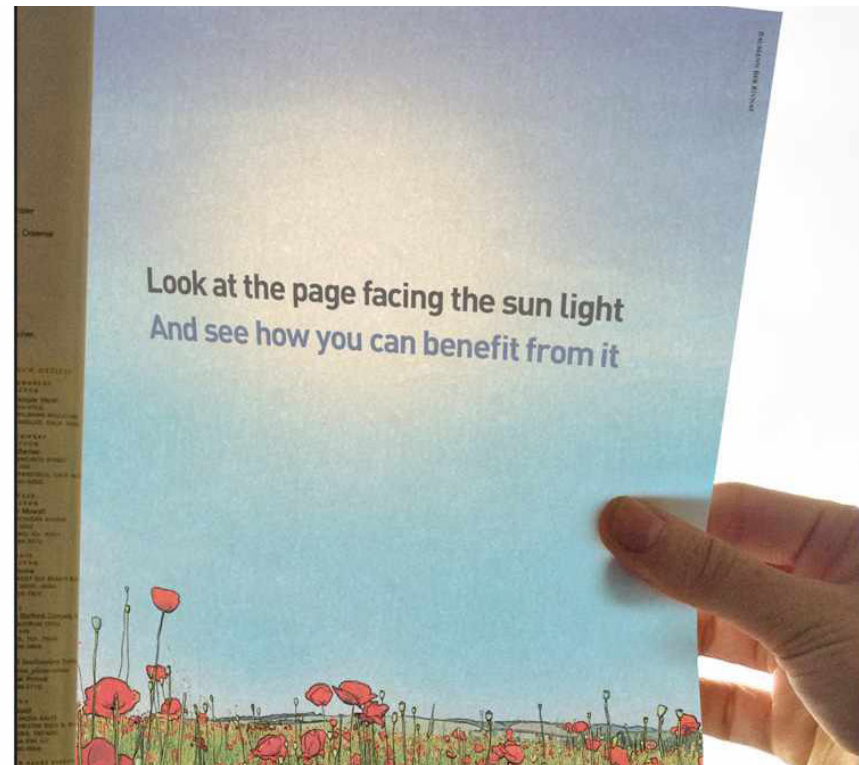
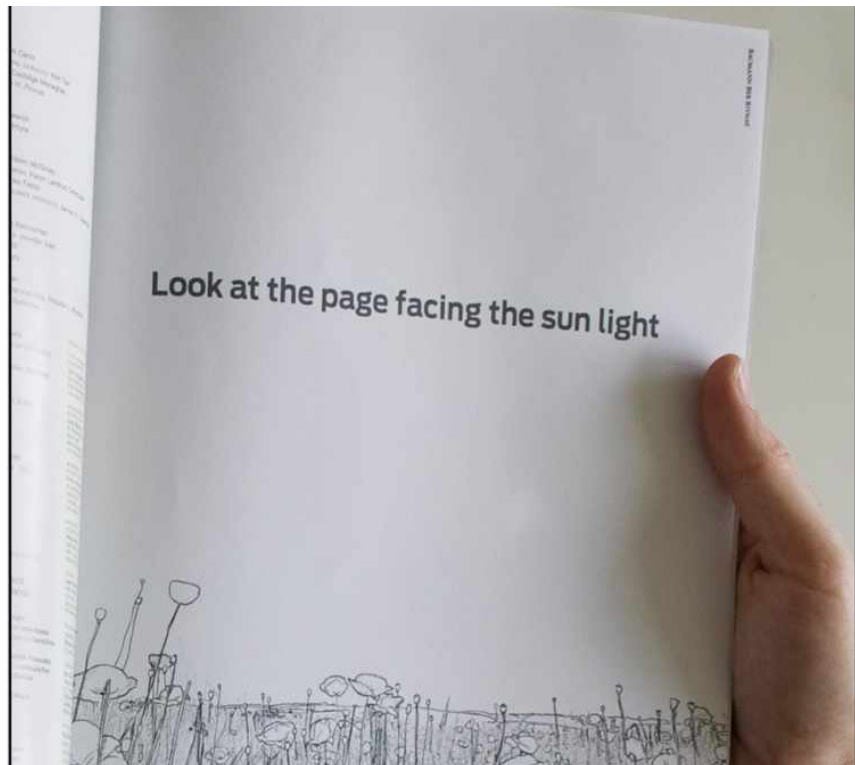
Motorola

The brand teamed up with Wired to promote the Moto X's customisation. People could change the colour of the phone by pushing buttons.



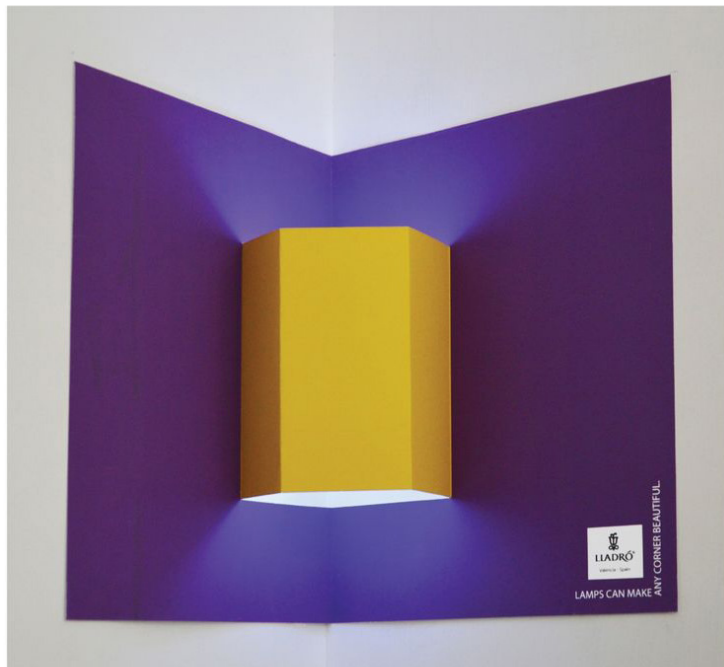
Shikun & Binui Solaria

Israeli energy company launched this print ad to promote green energy. The print ad just seems like a simple black-and-white drawing. However, when you hold it up to sunlight, vibrant colours appear.



Lladro Lighting

Why advertise lamps when you can give people an ad that transforms into a lamp? Lladro print ads act like a pop-up book, allowing people to create their own lamp shape by mounting the paper in a corner.



Peugot

This print ad for the car brand features a one-page interactive print ad with a front view of the car that asked people to hit the ad. The spread following it included a mini air bag that inflated when hit.



https://www.youtube.com/watch?time_continue=11&v=Ko-N8O6j6p4&feature=emb_title

Lexus

In 2013, Lexus released an ad that, when placed over an iPad, revealed the car in action with different backgrounds and music.



https://www.youtube.com/watch?v=wSsvdHwk--l&feature=emb_title

Nivea

To promote its sunscreen products, Nivea created a print ad with a solar panel that could charge a mobile phone.



https://www.youtube.com/watch?v=UYy1GmJgFXA&feature=emb_title

PRINT IS NOT DEAD -
ITS THRIVING

#LetsGetPhysical



CPI GROUP

Thank You

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