pip *Marketing Signs Print*

On the label:

100% organic product.
Made from selected fruits and berries.
Sugar, gluten, lactose free.
Contains exclusively natural ingredients.

Lorem ipsum dolor sit amet, consectetuer adipiscing. Lorem ipsum dolor sit amet, consectetuer adipiscing. Lorem ipsum dolor sit amet, consectetuer adipiscing.

netto
12 oz / 340g

CONFITURE
RIPE ORANGE

CONFITURE
RIPE ORANGE
Fruit Confiture From Natural Ingredients
Sugar Free Organic Product
12 oz
340g

Nutritional value per	100g
Proteins	0.0g
Fats	0.0g
Carbohydrates	00g
Energy value:	000kcal

Business 2 Business

a monthly newsletter published by PIP

Label Design Trends to Watch

Labels help shape customer purchasing decisions as they catch the eye and communicate key information about a product. We've seen some designs come and go, while others have greater lasting power. Below are eight label trends that continue to dominate.

Simple & Bold
Go minimalist with a modern, sleek and simple design. Use clean lines and sans-serif fonts to show off your brand's personality. Clear labels with white text fit well into this trend, too.

Custom Lettering
Custom lettering reinforces your product and brand style. Crafted to create a unique, personalized design tailored to your company, custom lettering elevates your label.

Pop of Color
We know that colors are tied to emotions and can have a significant impact on purchasing decisions. Don't shy away from going full color, adding a bold splash or using color within a family of products.

Repeating Patterns
Visual motifs like playful themes or bold designs convey your message and create strong and recognizable alignment with your brand. Whether new designs or existing patterns used in new ways, they help catch consumers' eyes.

Illustrations
Modern or vintage-inspired, hand-drawn illustrations add a beautiful touch to any label, creating connections with shoppers, telling your story and building an ongoing relationship with customers.

Die-Cuts
A more modern aesthetic, die-cuts create fun shapes or patterns that complement your brand identity or create a "peek" at the product inside the packaging.

Vintage/Retro
This time-tested quality represents longevity. Currently, the 1980s and 1990s are having a revival on labels using neon colors, pixelated typography and future-inspired design.

pip

WeDo

Anatomy of a Successful Direct Mail Envelope

Direct mail continues to be a reliable marketing tactic for small businesses. One key to having a successful mailer is an envelope that stands out. Here's how to get your mailer noticed for the right reasons:

Great Teaser Copy

A teaser copy is that little line on the outside of the mailer that gives a brief, enticing clue to what's inside. Don't worry about trying to be too clever or witty: for best results, use copy that's short, straightforward and "to the point." Some of the hardest-working teasers are simple and straightforward—e.g., "offer inside," "open immediately" or "limited-time savings."

Colorful Design

A colorful, nicely designed envelope—but not too busy or loud—will help your mailer stand out. For maximum impact and efficiency, talk to an established direct mail expert: depending on postage or if you're using an indicia, you may not be able to have graphics on every part of the envelope. Involving your print house early in the design can help avoid costly mistakes.

An Unusual Shape

Even though the old "tried and true" letter-size envelope works, you may see an even better response rate with a larger envelope or an unusual format. Oversized postcards let you feature a glossy, high-color photo on the front and have tremendous "pick me up" value. If you have high-value prospects, a dimensional or "lumpy" mailer is also a great way to stand out from the crowd.

This Time, It's Personal(ized)

One of the things that can make or break the success of your direct mail campaign has nothing to do with design: it's the quality of your mailing list. Let's assume you've grown your list from scratch and diligently maintained its hygiene. Adding the recipient's full name can increase the response rate by 135%, compared to addressing the mailer to "current resident."

The Extras

They're not essential, but differentiating features such as a cellophane window, a "handwritten" element or a live stamp can also lift open and response rates.
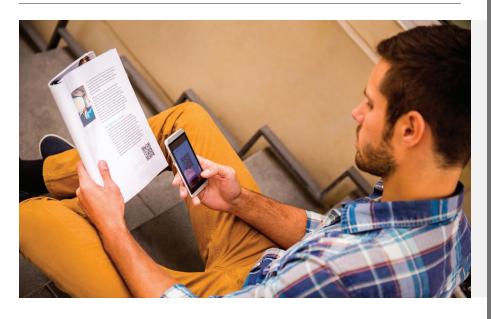
It All Adds Up to Success

An impactful direct mail envelope is only part of the equation. You need the entire package to get the best results from your campaign. Direct mail is one of our core specialties, and we can help you design and produce cost-effective mailers that get results. Contact us to learn more.

lane & gillespie
INTERIOR DESIGN

Susan Graham
1298 Breckenridge St.
Pleasantville, MA 00552

Susan - open now for your personalized discount!

UP TO
50%

QR Codes are Back
and More Useful Than Ever

> **Though they had a brief heyday in the early 2000s, QR codes only partially caught on with the public due to an inconsistent rollout, the need for special apps to make them work and limited consumer interest and understanding.**

What are QR Codes?

A smart tech tool that is easily generated online, QR codes contain encrypted data like numbers, addresses, coding, etc. Scannable with a smartphone's camera, a notification pops up on the screen, taking users to an embedded URL or QR code reader to share information.

QR Codes Are Back!

QR code use expanded during the pandemic for touchless payments, menus, fundraising and contact tracing. They remain a popular tool today for window displays, mailers, emails, advertising, contactless registration, dining, banking, donations, product authentication and more.

Tracking Benefits

The codes make it easier to track, target and analyze captured data, communicating information to prospects and clients while storing performance details. QR code trackability also allows businesses to build repositories of first-party data for remarketing.

A Success Story

One of the bigger success stories coming out of a challenging time, QR codes are transforming the business habits of countries across the globe. As adoption continues, more opportunities will continue to come to light leveraging new technologies and introducing new capabilities.

![PIP Marketing Signs Print logo]

INSIDE

QR Codes are Back
and More Useful Than Ever

6 Tips: Effective Email Subject Lines

There's a war for attention taking place in the inbox of your customers and prospects! Here are some tips for better subject lines that will boost open rates:

1. **Make a compelling offer.** Communicate a specific and compelling benefit or offer in the subject line. Aim to appeal to the reader's self-interest.

2. **Create a sense of urgency.** Motivate recipients to act now by using action-oriented verbs at the beginning of the subject line, combined with an urgent call to action (e.g., "Act now: This first-time offer won't last long").

3. **Understand that less is more.** Marketing experts recommend using subject lines with about nine words and 50 to 60 characters.

4. **Get the number advantage.** Using numbers in subject lines tends to boost open rates.

5. **Use a familiar sender name.** People are hesitant to open emails from unfamiliar senders, so make sure your name is clear in the sender field.

6. **Create some controversy.** Shocking or controversial subject lines can grab attention—e.g., "This common mistake can sink your business."