

# COLOR & HAPTIC DESIGN

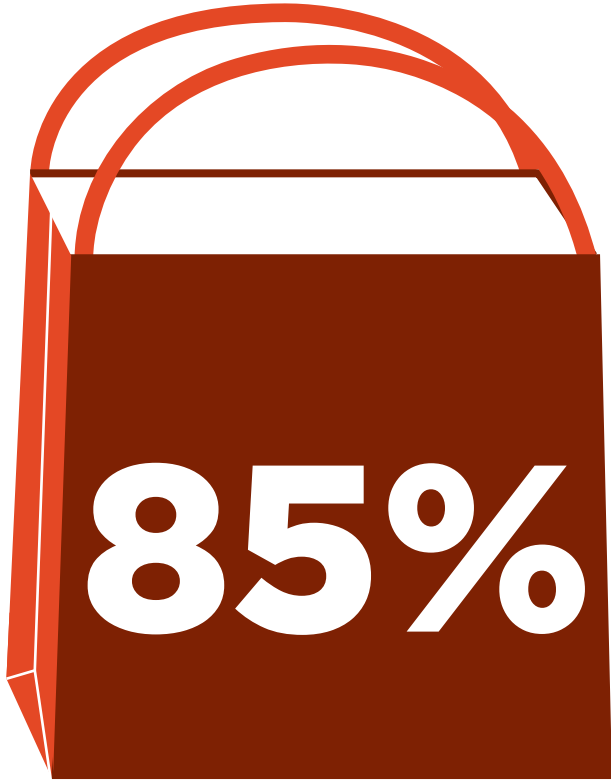
## ROI You Can See and Feel

### hap-tic

haptik/

adjective technical

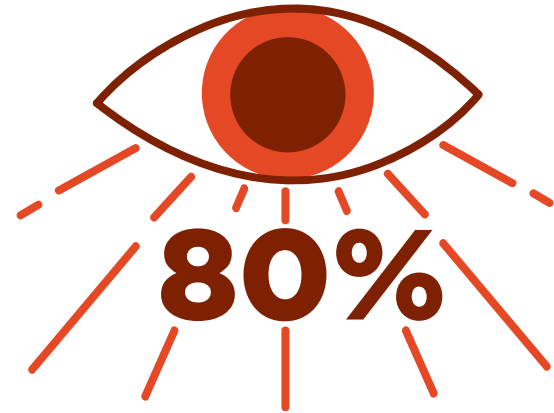
of or relating to the sense of touch, in particular relating to the perception and manipulation of objects using the senses of touch and proprioception.



### Clear Advantage

85% of shoppers cite color as a primary reason why they buy a product.

-KISSmetrics



### Brand Recognition

A consistent use of color to manifest critical messages could increase brand recognition up to 80%

-University of Loyola, Maryland Study

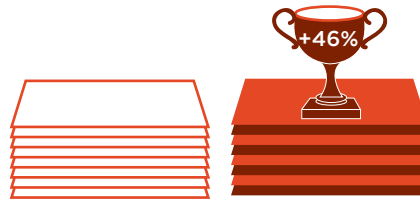


48%

### Heavy vs. Light Weight

Heavier paper grades can increase response rates by 48% over light weight paper grades.

-G.A. Wright Marketing



46%

### Color and Texture

Increase direct mail ROI up to 46% by using colored and textured stock.

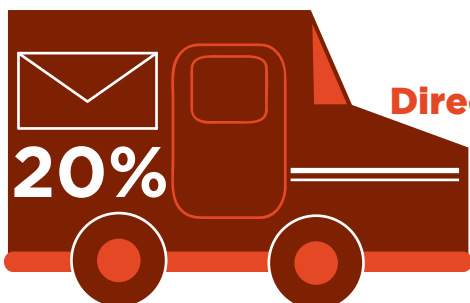
-How to boost your direct mail response rates up to 127% without changing a word of copy



### Readership

Color improves readership by as much as 40%

-Color Marketing Group



### Direct Mail Response

Color increases direct mail response by 20%

-American Paper Institute



### Retention

Color increases retention by 18%

-Color Marketing Group