

OUR SUSTAINABLE IDENTITY



“When one tugs at a single thing
in nature, he finds it attached
to the rest of the world.”

JOHN MUIR
SCOTTISH-BORN AMERICAN NATURALIST
AND EXPLORER



And so it is with sustainability at Verso Paper Corp. It's woven into every layer of our company, including the papermaking process, our innovative approach to renewable energy, customer and community relationships, and the health and safety of our employees. Our character as a company is built on our commitment to sustaining a balance among economic, social and environmental needs. Sustainability is part of our very makeup.

PRINT ON PAPER: A SUSTAINABLE DECISION

Conversations with our customers and recently published research confirm what we've known – print on paper remains a key component of integrated marketing campaigns. Studies show that 74 percent of consumers rely on both print and digital media*, suggesting that the best way to increase customer engagement is by offering a variety of media options. And since Verso procures wood fiber from responsibly managed forests, paper consumers can be confident that print on Verso paper is a sustainable decision.

TURN TO VERSO FOR QUALITY PRODUCTS

Our parallel commitments to sustainability and to delivering quality products to our customers combine to drive our focus on lightweight and ultra-lightweight coated paper products. We remain committed to producing new products that require less wood fiber, water, chemicals and energy to product, but that continue to offer stellar look, feel and performance. Since our lightweight papers also require less energy to transport, they provide our customers an excellent balance of quality and environmental stewardship.

Our portfolio of sustainably manufactured coated, uncoated and specialty papers, from our **Aspect®** line of label and release papers to our industry-leading **Influence®** grade, are known for their exceptional optical properties and reliable performance.



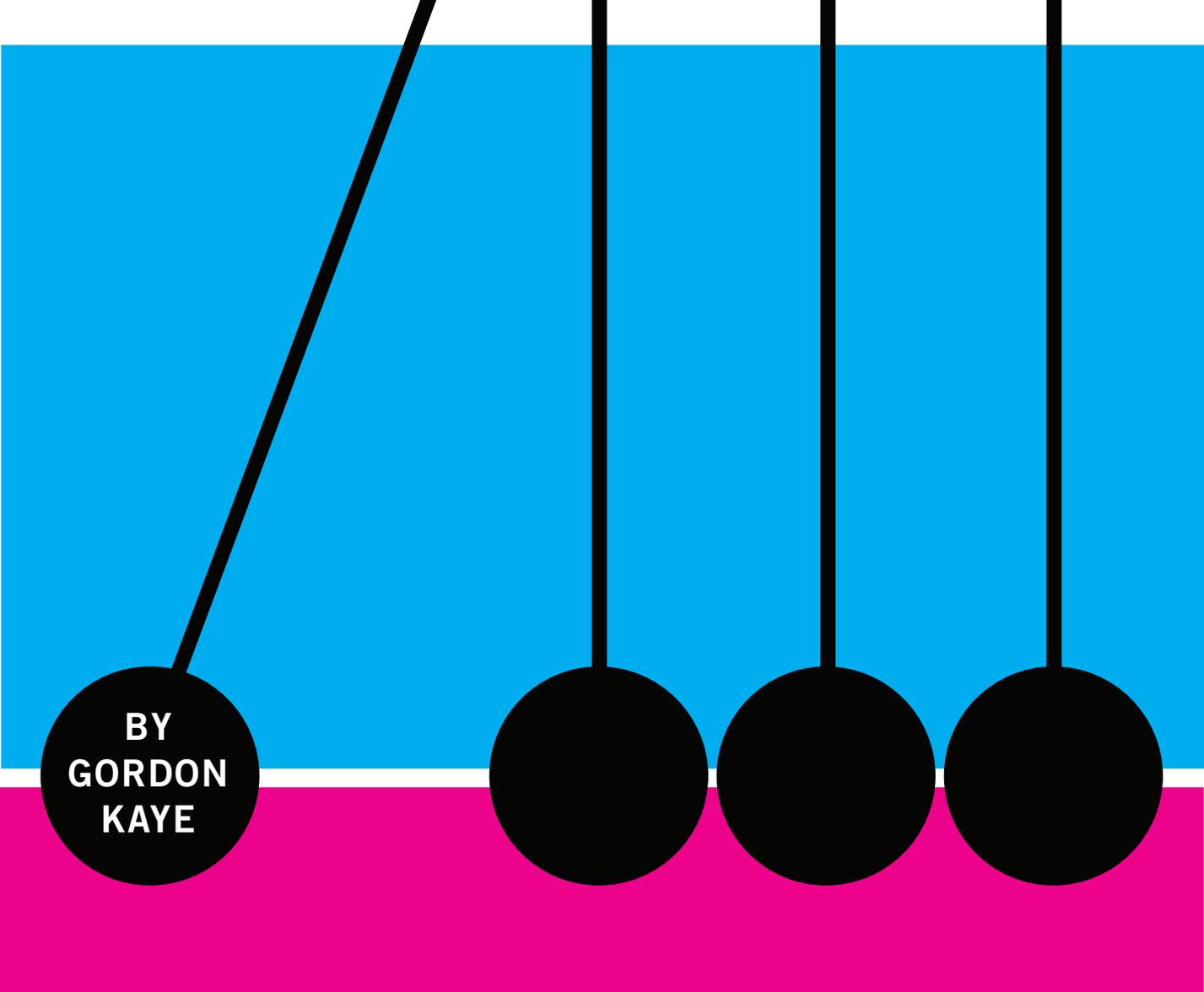
TURN TO VERSO
FOR HIGH QUALITY,
SUSTAINABLY
MANUFACTURED
PRODUCTS.

To view paper specifications, order product samples, and view our 2013 Sustainability Report . . .

CONTACT: versopaper.com

E: verso247@versopaper.com P: 1.800.258.8852

*American Business Media Association/Value of B-to-B. July 30, 2013

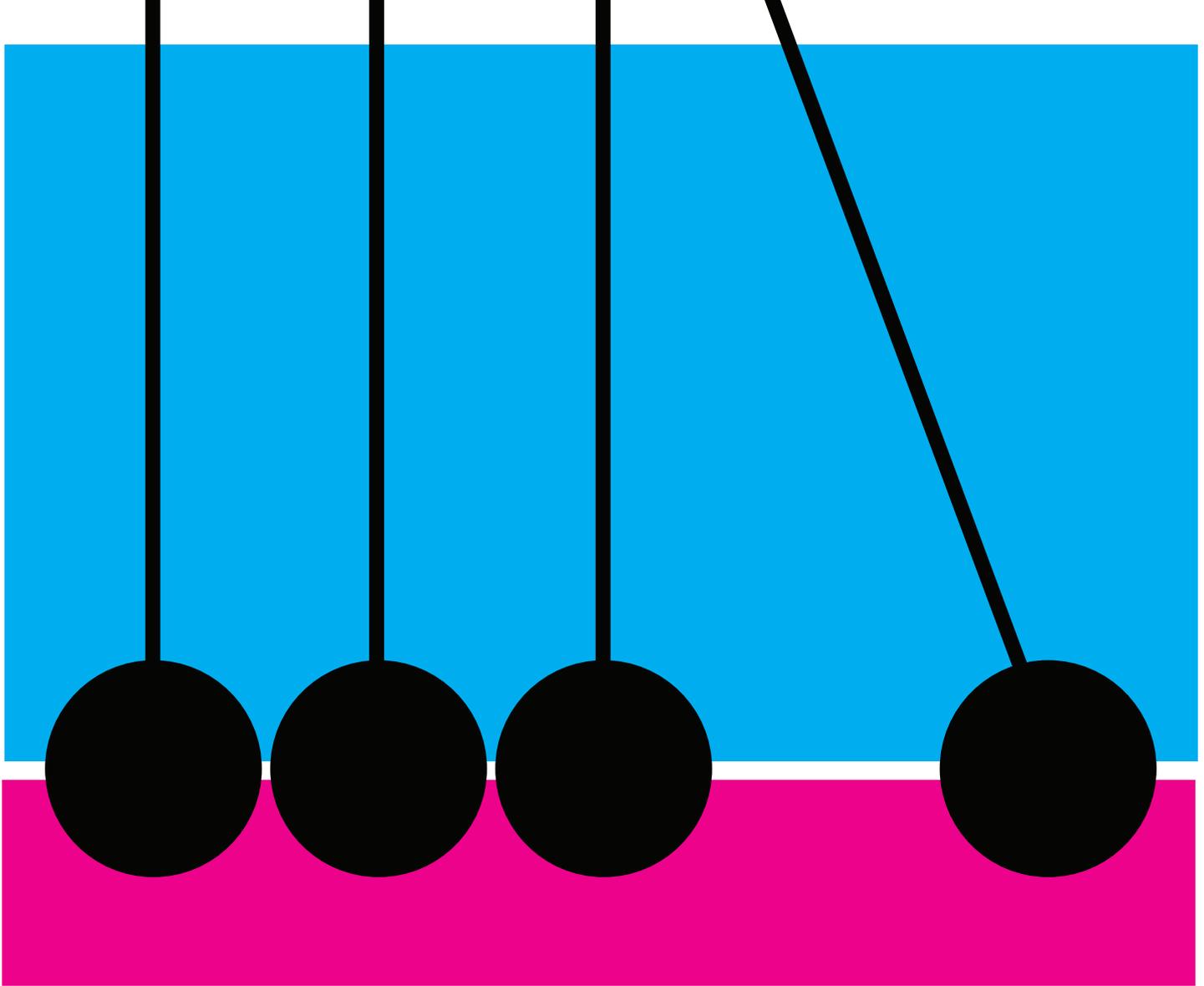


BY
GORDON
KAYE

A PENDULUM SWING

51ST ANNUAL PRINT DESIGN SURVEY

For the 51st year GDUSA has conducted a reader survey about print design. When print was pretty much the only game in town, our surveys split hairs: lots of detailed questions and analysis of projects, presses, papers, specification practices. In 2014, print is far from the only game in town and our annual survey, appropriately we think, focuses on fundamentals — the present and future role of print in graphic and media communications. Here, the 2014 survey results are both suggestive and informative.



First, the survey finds that print remains crucial as to how professional graphic designers make a living. More than 9-in-10 designers work in print as part of their mix and near 3-in-4 projects involve a print component.

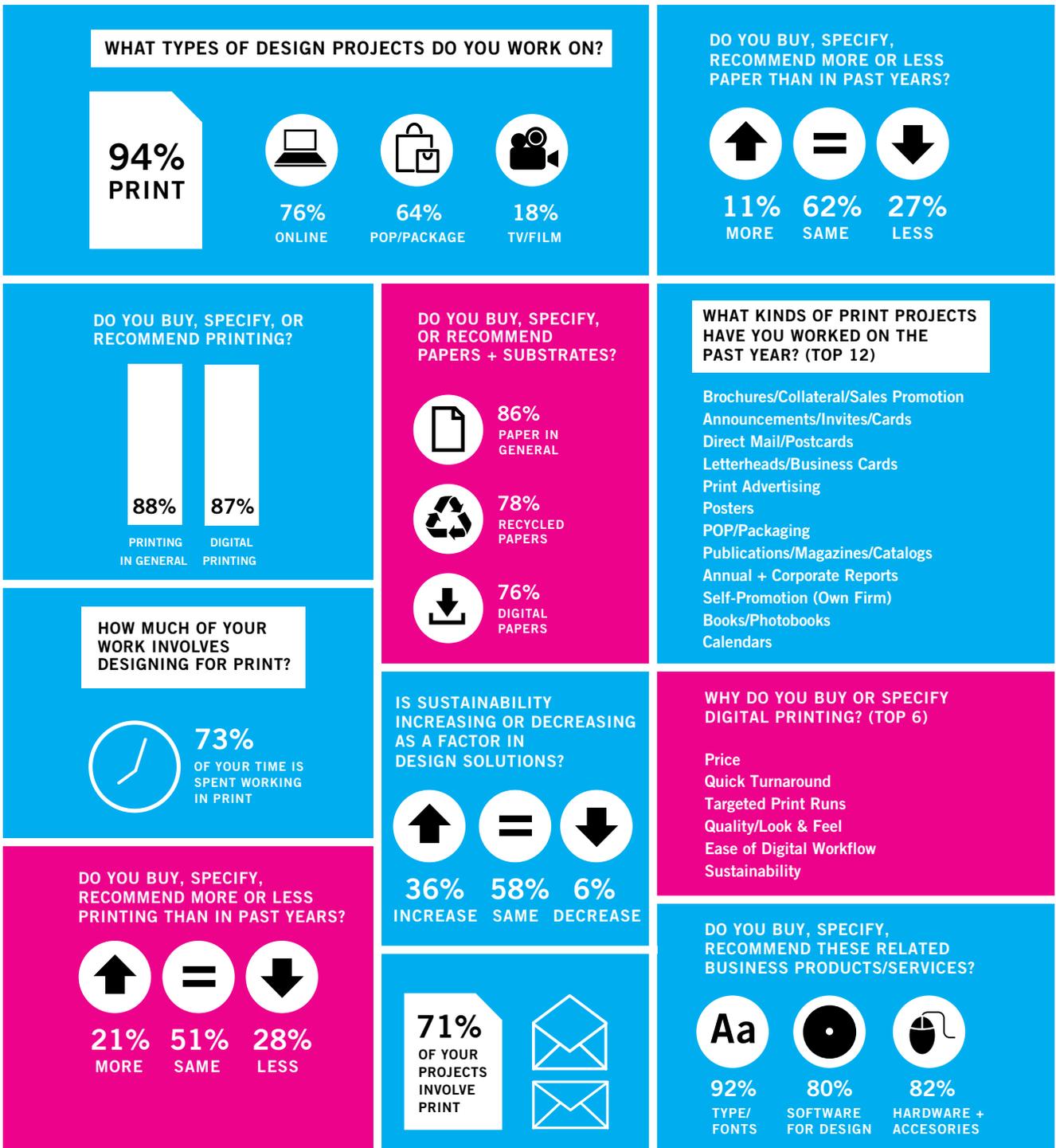
Second, designers retain responsibility and control for large swaths of the print process, with nearly 9-in-10 involved in print buying and paper specification.

Third, designers still value print for its classic strengths. Foremost among these strengths is touch — the promise of the tangible, sensual, physical, real. Print works, they say, because it creates a human connection missing from the virtual world of digital communications.

Fourth, designers sense that the pendulum swing away from print communications has gone a bit too far. Their premise is that, in the digital clutter, effective printed pieces can be fresh, surprising, welcome, personal, special.

Fifth, print's evolution to a smarter and leaner profile — think digital printing and sustainable paper making — are helping keep the medium a relevant option when hard choices are being made about effectiveness, economics, and ethics.

PRINT SURVEY | THE NUMBERS



Our 2014 survey was sent to a random selection of nearly 15,000 GDUSA magazine and e-subscribers (one-in-three) and generated 2,812 responses. The benchmark numbers tell a convincing story: though print is no longer the superstar of the design business, it remains crucial to how most working designers make a living. Specifically, 94% of GDUSA readers work in print as part of the mix and spend 73% of their time doing so. As has been true for decades, control over the process still resides with the designer: 86% buy or specify paper and 88% buy or specify paper. Other interesting findings: digital printing has become commonplace and mainstream, mostly because of the capacity to control print runs and target markets; the popularity of digital printing has increased the focus on the character and value of quality digital papers; sustainability influences the design solutions and print decisions; and, finally, the majority of designers are printing as much as in the recent past but the trend continues to be modestly downward at the margins.

PRINT AND PAPER HAVE CLASSIC STRENGTHS

Designers feel strongly and positively about print. They value print for its classic strengths and how these can be effectively leveraged to convey a message or a feeling. Foremost among these strengths is touch. Other practical attributes that continue to matter: permanence, portability, convenience, accessibility. Print works, in the view of most of our readers, because it creates a human connection and a trustworthiness missing from the ephemeral, desensitizing, often anonymous world of digital communications. That said, everyone understands the reality that print operates in a multi-media world, and the comments clearly grapple with exactly when, where and how to deploy print to its best advantage.

There is a perception of credibility toward printed materials that is a direct outcome of all that is online, ever-changing, and can often be questionably authored. Holding a well-created printed piece in your hand, I believe, creates an emotional connection that can seldom be achieved on screen.

Patricia Korch, Creative Director, Nichols College

Print will always have a place in communications, just not the same way as it has in the past.

Ana McCormick, Sr. Graphic Designer, MD Anderson

Tactile interaction will always have a place in visual communication. Its role may change — the pros and cons will shift from time to time — but there will always be value in connecting through touch. Something a screen can not replicate — varying finishes and textures that evoke an emotional response. That will always have a place in communication.

David Burney, Senior Designer, Wenzel Design, Inc.

The most successful campaigns are multifaceted! Printed materials are just as important as digital and interactive tools. As studies show, print offers a deeper emotional connection and a greater sense of permanency than digital. I see print and digital as equals: ultimately it is all feeding into the user's perception and interaction of our brand/product.

Charles Lockwood, Interactive Designer, Suffolk University OMC

Print still has a vital part to play in communications because one of its traditional strengths, touch, is not offered by other mediums. It's the part of a communication package that clients reach for because it's the only thing they can hold. To them, it is something real and static while everything else seems to be in constant flux. You can't ignore one of the basic senses and offer a complete experience. Print will always be part of graphic communications.



**MARY-FRANCES
BURT**

CREATIVE DIRECTOR
BURT&BURT

I get tired of the adage 'print is dead.' I actually started on the digital side but have been getting more and more work for print. I think the way that we use it has changed. Companies no longer see value in blasting out tons of cheap, glossy mailers or wasteful catalogs. They're being much more intentional about well-designed pieces on higher-quality papers, and with more unique and attention-getting folds or die lines. Print is not dead, it just requires more creative solutions than designers have given it in the past.



RUSSELL SHAW

DESIGNER,
RUSSELL SHAW
DESIGN

Print communications have potential to bring a more unique, engaging, and memorable experience to the audience than digital communications. Personally, I prefer the printed page for certain information because of the flexibility in presentation, the tactile qualities, the construction and the portability. These qualities can be a great asset if used properly in communications. I find digital presentations to be repetitious and boring after a short period.

Philip McCormick, Owner, Design Works

Call me sentimental, but I love being able to reflect on past events and memories by pulling invitations and specialized photo books from my desk drawers. Visiting a web page doesn't give you that same sense of nostalgia, not to mention that sites and pages can be taken down. Tactile memories are more permanent.

Elizabeth Nici, Owner, Gusto Designs, LLC

A resounding 'yes' to print, both personal and professional. Even with the evolution of digital and online design, there is still a strong market for tangible items. Our college has reduced printing quantities of publications and moved online, but we still produce a lot of tangibles such as posters and invitations.

**Jane Beckler Bird, Graphic Designer/Webmaster,
Spartanburg Community College**

Yes, print is still vital and vibrant, especially in the luxury markets. Our luxury brands are supported by increasing amounts of fine printed materials.

Jeff Harris, Creative Director, Spectrum Brands

PRINT AND PAPER HAVE CLASSIC STRENGTHS

Traditional print is wonderful; there's nothing as magnificent as a heavy cotton paper with engraving or toothy recycled stock that you can hold in your hands. However, clients hire designers with specific project parameters, many requiring online or social media as their medium of choice. I find all methods of communicating exciting, adds breadth to brands and campaigns. There's a time and place for both!

Andrea Costa, Andrea Costa Design

We were Boston's first all digital design firm, founded in 1986. Most of our clients have us design their print and web materials. They both have their place in the marketing/communications mix. Paper meets one set of needs; the web meets others. Surprisingly, we still design and print newsletters, reports and journals for some clients that have migrated to the web for other clients. Some clients only use the web for external communication. Others must use print and web to meet multiple client needs.

Marc Kaufman, President, Digital Design Group, Boston

The feel of printed pieces is very important to me.

Darcy Davies, Marketing Director, Coldwell Banker Commercial Alliance

Even though we offer digital, many people prefer to have the hard copy of a datasheet. I find that if we have paper, people don't necessarily want to throw it out right away, whereas digital media is easier to delete. Especially at trade shows — there is a sort of passing of the baton or handshake with the giving of a sheet of paper.

Heather Smiles, Marketing Manager and Designer, Rocket Software

Print is still very relevant in my personal and professional life. There's just something about putting your hands on something printed. Sure, print media is confining compared to interactive media but having something to hold onto and keep is long lasting communication.

Bobby Chavarrae, Art Director, Creative Handbook

I love print, the smell and touch of it. However, client budgets and timelines are not allowing for print as much anymore, even when I prove it as a better tactic! Clients are often so late that time for execution has compressed tremendously. They also feel the pull to react quickly to what's trending, and that means doing something interactive and immediate. The end-consumer loves print. They like to hang cool posters and see beautiful announcements. The appreciate the creativity. It the client and the budget (and the USPS) that are killing print.

Victoria Wise, Director of Marketing, Infinity Direct

We see print and packaging as an even more important part of the marketing mix. With print (and packaging) there are those irreplaceable tactical aspects. Feel the paper . . . open the box . . . it's a unique human interaction. Of course, digital fulfills interactive aspects in entirely different ways.



JAMES C. SMITH
CEO, SMITH DESIGN

Print absolutely plays a primary role in graphic communications. Most digital experiences are flat and easily lost and forgotten. The tangible benefits of print can never be matched with an on-screen experience. Physical touch creates an experiential memory that a keyboard or piece of glass cannot provide.



MARK ZWART
SENIOR GRAPHIC DESIGNER, LUTRON ELECTRONICS

Print is important in my personal and professional life. In my experience, the results are better than web.

Antonio Navarro, Art Director, Ler Editora

How the world communicates and interacts has changed, and that has diminished the use and need for print. I feel print has a significantly smaller role in graphic communication than the past.

Brad Kennedy, Marketing Design Manager, ECCU

Nothing on-screen matches the touch and feel of quality paper and printing techniques.

Rebecca Henigin, Creative Director, Henigin Design

Print is still important, but for most, only as appropriate and necessary to avoid waste and save money. Clients are using web-based marketing more often now, but many still need some print and should not give it up completely.

Jeanette Dyer, Designer, akta creative

There are times when print is needed. Business cards, special invitations, sales literature, and items printed for tradeshow and meetings: banners, posters and smaller signage, as well as some handouts.

Leah Hanlin, Graphic Designer/Print Services Manager, Gardner Denver

Print will never die.

David Raube, Creative Director, Siemens

Even the digital mass majority still appreciate tactile solutions for communications and experiences. Personally, printing has allowed customization and personal taste to be explored in interior design and decor and even social events.

Professionally, printing will always be a part of the process. Digital and print have their pluses and minuses. Touch and paper weight play a unique role in quality and impression.

Dan McElhattan III, Owner/Instructor, M3AD/CSN

FAVORITE COLORS FOR PRINT DESIGN

1	RED	PMS 185	PMS 485
2	ORANGE	PMS 7417	PMS 717
3	BLUE	PMS 646	PMS 653
4	GRAY	COOL GREY #10	COOL GREY #11
5	GREEN	PMS 348	PMS 375
6	PURPLE	PMS 669	PMS 5265
7	BLACK	BLACK	PROCESS BLACK
8	PINK	PMS 219	PMS 212
9	YELLOW	PMS 123	PMS 130
10	METALLIC	PMS 871	PMS 877

Print is easier on the eyes. Staring at a computer screen, tablet or phone is as unnatural as you can get! Print will endure this rush to digitize everything ... Also, there are some great advances in synthetic papers ... If we can streamline synthetics to be safe, cheap, and appealing I think we'll have a winner! ... Go print!

Ryan Schocklin, Graphic Artist III, Stockton College

Printed ephemera becomes a lasting artifact. There are events in our lives that we want to have something tangible to refer to that provide a memorable proof to the existence of what we experienced.

Jeryl Jones, Sr. Graphic Designer, SRP

I am still interested in print, especially anything with the new creative die cuts and papers. Finding and saving these pieces has become a design scavenger hunt for our company. And designing our own pieces of a creative nature is a feather in our cap of which we are extremely proud.

Mary Schill, Art Director, Forte Design

Print design is as important as ever. Print design has a feel and a presence. Not to mention it has been proven in the last year that print is more cost effective in energy saving than digital/web based information. Print products also communicate much better; studies have shown that information consumed through print is more easily remembered.

Anarae Ascuena, Owner, Anarae Design Group

Print will always be important; not everyone is connected at the hip/right arm to a digital environment. In my personal life, print is essential since the majority of my day is spent in front of a computer. I still feel the need to detach, with love, of course. And the feel of holding a magazine or book, reading a printed newspaper, remains a crucial part of my life. One of favorites things to do is hide out in the local library, scanning the shelves and observing others doing the same.

Cathy Kratovil, Owner, Graphic Design Visuals

Print has lessened, but yes, it still holds an important place in communication.

Nola Mortenson Barger, Information Specialist, Iowa Department of Transportation

Print is still an important medium in the current industry. There's now a reflection that people are becoming too dependent on technology, and the graphic arts are becoming hip and trendy again. Print still provides a personal touch and experience to most customers.

Lee May, Creative Designer, USA Financial

I love the smell of ink on paper, the texture of a toothy cover weight, and the look of multi-level embossing or letterpress. To flip through old books with printed color plates is an experience. I don't know how much people outside of the field appreciate this though. Print may have to disappear further from our lives before it is appreciated, desired and welcomed back.

Melanie Bass Pollard, Owner/Creative Director, Bass Designs

Printing is still a very relevant form of graphic communication for my clients and the College. I believe the convenience, permanence and touch remain important factors in why we choose print.

Pam Barby, Self and Pennsylvania College of Art & Design

THE PENDULUM MAY BE SWINGING BACK

As noted above, professional graphic designers feel strongly that print has traditional strengths that can make it stand out in the digital crowd. To explore print's appropriate place in the mix of media communications, we asked readers to react to a recent Wall Street Journal article (March 7, 2014) which theorized that Americans are "renewing their relationship with paper," not so much for commonplace activities and functions, but when special, important or personalized communications are required. Interestingly, 97% of those who answered the question agreed that the relative rarity of print is beginning to imbue it with heightened potential and power for sophisticated and important messaging that requires emotional connection, authenticity and permanence.

Clients are beginning to associate the tactile experience of print with luxury. Digital is cheap, fast, and easy. Who wants to be identified with any of those things?

Mary-Frances Burt, Creative Director, Burt&Burt

The pendulum has swung too far away from real, tangible communications. Yes, I believe printed pieces — well executed and created to be special — have value, authenticity, and the ability to cut through the electronic clutter.

Emma Lewis, Emjay Associates

I agree that the appreciation for higher-end papers has increased somewhat, but in truth, receiving a printed piece now makes a statement in and of itself. Of course, this can sometimes make specialty papers and specialty printing techniques appear to be overly luxurious or wasteful. From a business development standpoint, it is important that marketing and branding materials do not appear indulgent.

Magen Raine Massey, Communication Design Manager, Eskew+Dumez+Ripple

Announcements of life's milestones are always better in print. They become cherished mementos and can be displayed for others to enjoy. A beautiful coffee-table book still makes an impact that the digital version never can.

Andrea Leigh Ptak, Designer, Communicating Words & Images

Agree. Many of my clients have tried to shift much of their marketing online, but they never seem to get the results they're seeking. I see a return to catalogs, flyers and brochures. POP displays and packaging have never gone away.

F. Dennis Dickerson, Owner, Respond Grafiks

Since media sites now have an ad at every turn, many people are becoming numb to them. There are so many, the effect begins to dwindle. Print can be more controlled. Not many people will see the print pieces, but they will be more effective for each viewer. For pieces such as business cards, invitations, magazines, etc., this is a very important part of how printed marketing and design continue to have impact.



SCOTTIE GARDONIO

OWNER/
GRAPHIC DESIGNER
DAYMARK DESIGNS, LLC

I agree to a point. Print is becoming more alluring. But there is also a huge DIY, hand-made surge. People are beginning to reconnect with pen and paper on a smaller scale. I don't think our renewed relationship with paper needs to be anchored on "high-end" nor do I think the corporate marketplace is necessarily finding a new appreciation for quality paper products. Though there is definitely a sense of getting back to basics for which we seem to be nostalgic.



DAVID BURNEY

SENIOR DESIGNER
WENZEL DESIGN, INC.

Print is beginning a comeback in marketing and advertising with small business in my area. A printed flyer or ad has much more staying power than digital.

Peter Brandenstein, Owner, Schoolhouse Graphics

I agree that people are renewing their relationship with paper. Physical print pieces are a part of a home — a conversation and art piece rather than merely functional. Well-designed, high-end periodicals, books, or annuals are a treat to get. And as Americans understand and appreciate design more and more, getting a package that is high-design is experiential rather than simply something you tear through to get to the product.

Russell Shaw, Designer, Russell Shaw Design

Paper appeals to the new 'maker' generations we see growing in numbers, though in admittedly online commoditized spaces like Etsy and even Fab. Digital is not something to completely "own." It lives beyond the physical, tactile world and it doesn't offer the sensory experiences and surprises familiar to all people from their very first day on the Earth. Not to deify it, but paper is present with us, in our space, in the real world. There's nothing sadder than an empty postbox, a bare community announcement kiosk, or even an e-card.

Adrian Constantyn, Chief Creative, MeMyself&Co. Design

Unlike mobile or computers, I cannot find the 'off button' on the brochure that has been sitting on my kitchen table for weeks. Its work ethic is outstanding, 24/7 and without even asking for a coffee break. :)

James Bland

THE PENDULUM MAY BE SWINGING BACK

Print is a strategic choice and plays an important role in our branding and marketing. All digital becomes too much mental clutter and the 'good stuff' gets caught up in a sea of digital noise ... I would never reach out to a donor without a quality print piece. I would follow up digitally, but the initial ask needs to have class and style.

Sarah Brancato, Art Director, Cincinnati Museum Center

Print still has an impact on communication. In a fast paced digital world where things change every minute, the tactile presence of a printed piece feels more permanent and special.

Sue Taube, Art Director, Taube/Violante, Inc.

With so many things being digital, a well designed printed piece has even more relevance than before because it is more likely to stand out and be remembered. A paper invitation, for instance, will always be welcome; people want a physical object to commemorate milestones, anniversaries, etc. The importance of a particular event or anniversary carries more weight when delivered as a high-end printed piece.

Nadia Gomez, Graphic Designer, CUNY

In the ever increasing commonality of disposable digital media, we are finding that physical media, print media, is gaining more attention and popularity because it is harder to ignore. However, said print media needs to stand on it's own. Print media needs to evolve or it will die.

Kyle D. Kubik, Vice President, Island Pro Digital

It's like fashion, it comes and goes.

Jane Beckler Bird, Graphic Designer/Webmaster, Spartanburg Community College

Absolutely agree. These projects are usually high quality and use special printing methods like engraving, letterpress, embossing and foil stamping, special coating and more. They often provide a tactile experience.

Susanne Schropp, President Diva Design, Inc.

I believe that paper is now used to impress, i.e., a formal invitation or thank you note. Daily stuff, like daily news, will all move online.

Andrea Costa, Andrea Costa Design

Agree. We find that people still respond best to print. People love when we use paper that is out of the norm such as textured uncoated stocks.

Jane McGrath, Senior Creative and Design Manager, AAA Western and Central New York

Agree. Print is simple and direct, with no intervening electronic medium. The modern definition of 'media' seems increasingly to refer exclusively to electronic platforms. Print is out here with us, in meatspace. Thus, 21st century print seems 'media-less.' More trustworthy.

Ralph Bentley, Art Director, Kittelson & Associates



MELODY KRIS

ART DIRECTOR,
CHILDREN'S HOSPITAL
OF WISCONSIN

Print is still needed for a lot of our target market. When it comes to personalized communications, yes, I agree that print can still stand out. For example, the look or feel of the paper and print techniques creates an impression when you receive an invitation or direct mail piece. Nonetheless, it's important to be aware of the target market and design accordingly. For example, a glitzy piece likely will not inspire people to donate money but it may well inspire people to attend a high-end event.

I totally agree. The everyday tactility of average stocks and print processes are not enough to keep the attention of today's audience, but by using specialty papers and processes — not just great design, but specialty stocks, varnishes, spot varnishes, foil stamps of all types, emboss, specialty inks, etc.— you can elevate a piece to garner a more targeted response versus the ease of saturation of online media.

Alan Burnitt, Hederman Brothers

Print is still extremely important. Communications can be easily overlooked or lost in the daily barrage of digital media. The tactile qualities of a well-designed printed piece are difficult to replace.

Todd Gordon, Supervisor, Corporate Identity & Branding, Medical Mutual

I would agree, especially in the niche markets such as wedding and event collateral printing.

Leah Hanlin, Graphic Designer/Print Services Manager, Gardner Denver

When targeted or interesting, print has more presence than online communications. When typical, like most direct mail, it gets lost fast. Print is better for longer, detailed information. I agree that there is a continual swing, especially among different generations, between the convenience of online and the ease of use and availability of print.

Bob Wonders, Owner, Executive Art

I would agree. My clients like to have their direct mail printed, because they (and I) feel the consumer will take a longer look at it than an email blast. In packaging and collateral material like brochures, clients like to see how many crazy type folds they can do on a piece, they feel they can get the consumer to be more interested in dimension than something flat on a screen.

Michael Lyons, Owner/Art Director, ML Creative

I agree, but not for the reason given. I do not believe paper's ongoing value lies solely in exclusive or high-end uses (although it does very much play a role more coveted than the electronic blink of an email), but rather for its overall permanence, reusability/recycling/upcycling, durability, and relative affordability, when compared to the expense of digital devices. I have yet to find an electronic device as durable as a board book in the hands of a toddler.

Adrian Constantyn, Chief Creative, MeMyself&Co. Design

Possibly true. As more communications are digitized, the special qualities of paper may become more appreciated due to the rarity of its usage.

Karen M. Beers, Proprietress, Karen M. Beers Designs

Agree! I have had lots of clients comment that they feel disconnected from life the more digital they become, so paper is a way to feel like 'the good ol' days' again.

Krystlyn Giedt, Designer/Coder, even design

PRINT AND PAPER ARE LEANER AND CLEANER

Our survey respondents give printers and papermakers credit for getting the wake up call, i.e., evolving to meet the challenges of a new era. Most of the discussion revolves around new technologies and sustainable practices. First, designers say they are taking increased advantage of digital print-related technologies to target, customize, personalize, sharpen, interact and integrate. Second, they recognize that print has become more environmentally friendly, and that printers and paper companies have made great strides to make products and processes sustainability. In short, these bundle of innovations are making print leaner and greener, and thus more competitive when hard media choices are being made.

Printing smarter, leaner and greener is a part of why print still has relevance. As designers, it is our job to be mindful of and sensitive to the processes and materials, so that we do not create more waste for an already cluttered landscape. But I also think that print's relevance is furthered, too, by the nature of the higher-end papers, substrates, and processes, in addition to their environmental impact. Print is an elegant and tangible solution to communication in a digital world; where it would be cheap and easy to communicate digitally, print says that forethought and design weighed heavy into the piece.

Russell Shaw, Designer

We digitally print very small runs of literature inhouse to meet our demand. Lean and green!

Leah Hanlin, Graphic Designer/Print Services Manager, Gardner Denver

What has bothered many of us in the past is the amount of waste associated with print. Now we can offer our clients environmentally sound paper choices in addition to soy inks and at the same time print the smaller quantities that we will actually use versus large print runs to get a better price per piece. I believe we're at the point where print can be an efficient and sustainable part of graphic communications.

Mary-Frances Burt, Creative Director, Burt&Burt

Technology is improving and quality is on the rise, but we will need to keep on this path to sustain the print industry. Educating the consumers is essential every step of the way. Most people are unaware of the what is possible and how good design and quality print can set them apart.



JEANETTE DYER
DESIGNER
AKTA CREATIVE

In the past, waste was prevalent. Now with tighter budgets, less time to produce and recyclable requirements, the industry has improved. And look how much "cleaner" printing has gotten!

James C. Smith, CEO, Smith Design

We continually have short print runs since we need to add important and necessary updates to our information and materials. Digital printing allows us to be agile and effective.

Barbara Moser, Graphic and Web Designer, Tampa General Hospital

In my personal experience, I see an increase in efficiency as well as sustainability in the print industry.

Lee May, Creative Designer, USA Financial

It is amazing how far professional digital printing has come. The quality is awesome, print runs are quick, and you can get such targeted quantities printed for a small amount of money.

Michael Lyons, Owner/Art Director, ML Creative

When I started in this business, clients had to be extremely careful about determining the quantity of a piece. They needed to print enough to bring the per-piece price down, yet make sure the content did not become obsolete before they were used up. Today, it is cost-effective to print a finely-targeted, small quantity — and update as needed. Also, personalized Christmas cards and calendars were reserved for the wealthy. Now I produce custom cards and announcements for the average Joe!

Andrea Leigh Ptak, Designer, Communicating Words & Images

For a while, people who were environmentally conscious were moving away from print. However, those same people are starting to realize that being responsible for the environment doesn't mean you have to give up on paper. Whether the communications are for more specialized projects or your everyday brochure, all it takes are the right resources and some creativity.

Elizabeth Nici, Owner, Gusto Designs, LLC

High end digital presses allow us to print shorter runs of selected publications and marketing materials that co-exist on the web. Customization has impact, though not for every consumer. We choose recycled and sustainable paper and ink for both offset and digital print runs when possible, matching our values and client needs.

Marc Kaufman, President, Digital Design Group, Boston

Digital printing has been a boon to my clients. Short runs, high quality, affordable. Recycled paper? My clients still want to use the best paper for the least cost.

F. Dennis Dickerson, Owner, Respond Grafiks

With what digital printing presses are able to do today — spot colors, white ink, gloss, emboss, etc. — there's a lot more you can do today with short quantity, quick runs. I don't believe traditional offset has changed a whole lot, but with the right design and advice in stocks and processes, offset can be financially accessible enough to remain relevant ... at least for a little longer.

Alan Burnitt, Hederman Brothers

We have customers ordering just what they need from a digital press instead of 5,000 prints that will last two years. Customers are changing up information for each piece to make it more relevant for each customer group they are targeting.

Lona Munger, President, Color-ize