

CORPORATE COMMUNICATIONS

PRINT. YOUR BRAND IN THEIR HANDS

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ANNUAL REPORT



PRINT. YOUR BRAND IN THEIR HANDS.

NOTHING PUTS YOUR BRAND IN YOUR CONSUMERS HAND LIKE PRINT.

The way a corporation communicates to its stakeholders says a lot about how it sees itself and how it wants others to perceive it. Design. Style. Paper choice. Colour. Message. All are important, and each decision says volumes about the personality and values of the corporation in question.

With sustainability at the top of the business agenda, it is nice to know that paper is a great choice. The paper industry is now Europe's leading industry for recycling, and many more trees are planted than harvested in Europe everyday. And it's also nice to know that the paper industry is the largest producer and user of renewable energy in the entire manufacturing sector of the EU.

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IT'S NOT
JUST PUBLISHERS
WHO PUBLISH



CORPORATIONS CAN

DO IT TOO.

CASE



Willi Dungal is a well-known name throughout Austria. Originally a sport fitness and healing expert, he first came to wider fame in 1976, notably for helping Niki Lauda back to health from a near death crash at the Nürburgring circuit. In fact Lauda was racing just 6 weeks after the crash and only missed winning the world championship by 1 point, though he won it again in 1977, and once more in 1984.

Prof. Willi Dungal started writing books, and together with his two qualified medical doctor and pharmacist daughters, they have published a total of 10 so far. All promote wellness, and the way to a better healthier life. One of the keys to his approach was diet, so early on he decided that rather than keep the 'good' products just for his elite sport star clients; he would make them available to the general public.

In 1999, he created "Willi Dungal Marketing" (with business partners and licensees such as Teekanne and Pfanner) to make and distribute a range of organic products. These were sold in the beginning through the REWE and SPAR supermarket chains. Excellent credibility and contacts helped the launch, but the quality of the products themselves established the range of teas, juices, mueslis and cosmetics on the market in their own right.

The books have all sold more than 30,000 examples each. One of the latest editions to be found in the bookstores is called “Top in Form”, and covers all aspects of healthy living including exercise and food consumption and this for different ages and lifestyles.

While corporations are often book publishers for one or another marketing reason, it’s not that often that a book publisher/author becomes a producer of its own line of products. Now the books and the products complement each other in their marketing, and the awareness of one benefits the other.



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WHAT'S PRINTED ON PAPER BY THE
THOUSANDS

AND SELLS FOR UP TO

1 0 0 0 EURO EACH?



Originally conceived as an alternative to ordinary marketing materials, the Pirelli calendar is now synonymous with the company, and is as famous as the brand that promotes it.

Over the years, it has managed to create a fashionable image for Pirelli, no mean feat in a business as unglamorous as tyres. It is only distributed to suppliers, distributors and executives of the world's biggest and most exclusive automakers as well as other select notables.

First published in 1964 using photography done by Robert Freeman (of the Beatles fame), it was discontinued in 1974 when there were successive oil shocks. In 1984 however, it was recreated, and has been published every year since. For 35 editions now, it has given its definition of what female beauty is, and this over the last 4 decades.

The Cal (as it is named) has given us some extraordinary images, so much so that they are hung in museums and sought after by collectors. It is not an item for sale, but they have been known to come onto the market. You can expect to pay up to 1000 Euro for one of the older editions.



A rather unusual but popular calendar is the “Dieux du Stade” (Gods of the Stadium) featuring nude and semi-nude photographs of the members of the Stade Français rugby union club. First published in 2001, the calendar has expanded with players from other clubs, and other sports.

The new 2008 ‘DIEUX DV STADE’ calendar from Stade Français Paris. This year Steven Klein made the photographs. For more information, go to www.stade.fr

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THE INTERNET IS GREAT FOR
FACTS AND FIGURES.

THE PRINTED PAGE
BRINGS THOSE FACTS
AND FIGURES **TO LIFE.**

CASE



Printed literature and that includes annual reports deliver an extra sense to the facts and figures. This sense is touch. The opportunity to hold and feel the quality of the literature is only available via printed reports.

The annual facts and figures that need to be produced for shareholders and other stakeholders (personnel, customers) offer the chance to develop the story behind the numbers. On one page, the whole story of how the success was achieved is possible: not just the people but also the places, the products and the profits. With style, focus and the complete vista of what really went on.

From a marketing standpoint, research tells us that pure information content recall is not so different whether it is found on the web or in print. Yes, people do tend to go to the web when they have a specific question, but it often tells just half the story. Gerry McGovern, of ‘Killer Web Content’ fame (gerrymcgovern.com) said it best: “the Web is not a place to win hearts and minds.”

In print, brands take form. If it’s a brochure, an annual report, or a simple business card, the person has to take virtually no action to get the message – and have your brand “talk” to them. In fact, the truth is they have to take action to not have your brand reinforced!



KEY FACT

68% of investors read the annual report in electronic form, and 61% read both the printed and electronic versions. Nearly half of the investors who read the electronic report still preferred the printed version, and ended up ordering one.

Southeastern Institute of Research, Commissioned by World Investor Link

KEY FACT

According to Psychology & Marketing (Aug. 05), brand recall is substantially lower when reports are read on line rather than in a printed version. A MarketingProfs.com survey indicates that on-screen information is 20 to 30% more difficult to read than its printed counterpart.

At the largest competition for annual reports worldwide, the ARC awards in New York, the 2005 annual report from the Foundation Von Mensch zu Mensch, Germany won 2 awards. In the category "interior design", it received silver; and in the category "overall non-profit organisations", it won bronze.

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HOW DOES EUROPE
INCREASE ITS NATURAL
RESOURCES EVERY YEAR?

WITH NEW FORESTS. THE GROWTH CAN
BE EQUATED TO **4,363**
FOOTBALL PITCHES PER DAY.



Forests are a unique natural resource for Europe, and they are managed in a very responsible way. In fact, Europe grows trees much faster than it uses them. The net increase is considerable, and can be equated to an area the size of about 4,363 football pitches per day, which equates to 6,450 km² per year. It's a self-perpetuating resource, that when combined with sound management and good recycling levels makes it unique out of all our natural reserves.

The paper chain is highly sustainable*, and has become a world leader in this field. Taken as a whole, the paper industry is the largest producer and user of renewable energy of all manufacturing sectors in the EU, and of the total amount of primary energy used, 50% is green bio-energy based.

* See CEPI Sustainability Newsletter and Sustainability Report at www.cepi.org



KEY FACT

“European forests grow considerably. The growth can be equated to 4,363 football pitches per day.”

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WHAT IS THE MOST

RECYCLED

PRODUCT IN EUROPE?

PAPER.

CASE



Europe is the world leader in paper recycling. Already 50% of the raw material that the paper industry in the EU uses is recovered paper. In fact, it was one of the first industries to embrace recycling. No doubt, many of the magazines and newspapers that you will read will find their way back into the paper chain system, so that the pulp can be remade, and reused.

63% of paper used in Europe is recycled, except for wallpaper, books and toilet paper which are not put back into the system. The main users of recycled fibres are newsprint and corrugated box producers.

Paper made from recycled fibres has its own advantages suitable for some products, such as newspapers and board. Fresh fibres are however necessary for producing very high quality paper and print. This paper will also contribute positively to the recycling loop, which depends on the input of fresh fibres.



KEY FACT

50 % of paper comes from recycled material and 63% is recycled (again).

PRINT SELLS IS SUPPORTED

THE PAPER INDUSTRY

FINE PAPERS : CEPIFINE
PUBLICATION PAPERS : CEPIPRINT
MERCHANTS : EUGROPA
NUMEROUS SUPPLIERS TO THE PAPER
INDUSTRY

THE PUBLISHING INDUSTRY

MAGAZINES : FIPP, FAEP

DIRECT MARKETERS

FEDMA

THE PRINTING INDUSTRY

PRINTERS : INTERGRAF, ERA, MONDADORI
INK MAKERS : EUPIA
PRINTING MACHINE MAKERS : VDMA,
HEIDELBERG, MAN ROLAND, KBA

THE POSTAL INDUSTRY

POST : POST EUROPE
ENVELOPE MAKERS : FEPE
12 NATIONAL POSTAL SERVICES

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WE ARE PRINT.™




Koenig & Bauer Aktiengesellschaft



TILT THE PAGE

SEE THE DIFFERENCE

SPECIAL EFFECTS CREATE EXTRA IMPACT



Tilt the page and
you'll see that the sky
varies in colour.
This chameleon effect
changes according to
the angle of view



**YOU WANT TO PUT YOUR BRAND
IN YOUR CONSUMER'S HAND ?**

GET STARTED TODAY

Get real with your corporate communication, and see the benefits immediately. Actual printed literature that your audiences can see and touch gives you that extra edge. Creatively and emotionally, you can do so much more with print you can feel. It's a great way to put your brand in your consumer's hands.

Go to WWW.PRINTSELLS.ORG for more information.

YOU WILL FIND:

- > PRACTICAL TIPS AND LINKS
- > ADDITIONAL CASE STUDIES
- > HOW YOUR COLLEAGUES CAN RECEIVE THESE BROCHURES

PRINT SELLS IS SUPPORTED BY
THE EUROPEAN POSTAL ORGANISATIONS