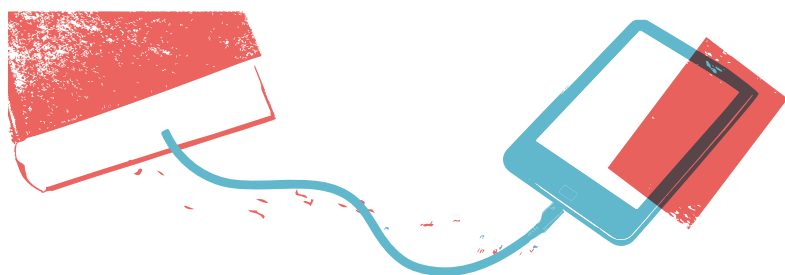


Print materials



Millennials are the first generation to grow up being alarmed about global warming. They are also the generation that has seen the internet and digital communication emerge and develop at an astounding pace and challenge the communication tools of the 20th century, especially print.

Just as the music industry has been challenged by streaming giants, the print industry has suffered and had to adapt to these changes. More responsible solutions, such as FSC-certified paper, have emerged and become interesting alternatives. Content has also evolved and been redesigned. Texts are shorter, brochures are thinner, and more attention is paid to graphics and illustrations.

Print is no longer the preferred primary solution, but it stands out from digital and makes sense when it can add value. Good communication must awaken our senses. And here, paper has some advantages over digital. The smell or touch of an old book or scented paper will provide sensations that digital can't yet match.

Print can also be a good choice for certain target audiences. Although it is certainly no longer the first choice for a young audience, paper is still appropriate for niche communications and makes recipients aware of its importance. This is why it is still widely used in the luxury sector. A personal invitation to a premium event, a publication or a beautifully illustrated book remain must-haves. Printed articles are becoming collectors' items that can be produced in limited editions and personalised through digital printing.

In the 21st century, now that letterbox advertising is finally becoming obsolete, it is no longer a question of handing out flyers at trade fairs. Instead, print and digital media work well together to leave an impression on visitors. To avoid regular reprints, printing a QR code on a neat, minimalist flyer is an excellent option. It redirects viewers to a web page where the texts can be easily updated and which can accommodate different types of digital media (videos, podcasts, animations, etc.).

At a time when many companies are talking about going “paperless”, digital is not yet able to meet all communication needs. Print remains a relevant tool in the communication plan if it offers added value compared to digital. Its use must therefore be considered. It must be well thought-out and adapted to its target audience. In the end, the media evolve, but the ABCs of communication remain the same.

