

KONICA MINOLTA

NATIONAL PHOTOCOPY CORPORATION

ForBiz Solutions News

How Are Your Competitors Using Color?

As we visit business people in our respective territories we often ask them if or how they use color in their businesses. Often the reply is that they don't because of the perceived increased cost. An additional question I ask is how are others in their industry using color? In other words, how are their competitors using color? I ask this question, not to create concern, but simply to point out that color is a powerful tool and can be a deciding advantage when attempting to attract

customers to their products and services.

Just how much impact does color really have? Well, according to the Institute for Color Research, up to 90% of subconscious judgments about a person, environment, or item are based on color alone. A study by CapVentures found that full color documents generate a 34% faster response rate and a 48% increase in repeat orders compared to black and white documents. And the Pantone Institute says that consumers are

78% more likely to remember a word or phrase printed in color versus a word printed in black and white. A study at the University of Loyola suggests that color improves brand recognition by up to 80%. Research by Konica Minolta says that of the five senses, sight accounts for 87% of our information gathering and 80% of that information is color.

If any of these organization are even half right color may be one of the simplest and most effective ways to increase your competitiveness. So

Is There A Color Device In Your Future?

Color has become so affordable that there is hardly a business or organization that cannot incorporate this powerful tool into their documents. While you may think about color only as an increased expense most people forget that at least a few times per year outsourcing *Con't on Page 3*



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Special points of interest:

- When thinking about **color** in your business it's important to ask how it might be being used against you.
- With the cost of **color** dropping it only makes sense to consider the attention getting power of **color**.
- **Color** devices have dropped in price making them more practical.

How Are Your Competitors Using Color?

about the increased cost? Cost is about return on investment so if we invest about seven times more than the cost of a black and white copy or print by going to color according to the aforementioned statistics, though a bit tricky to quantify, we would receive an impressive return on our investment.

To what extent is color being embraced by various industries? According to Research and Markets there was an increase in demand from 2003 to 2005 of “Short run color with digital presses” of 190% while “short run with color copiers” grew at a rate of 230%. A clear indication that businesses are using more and more color to make their point. Not only that, they are taking advantage of the control and flexibility afforded by having color available in-house.

In **Real Estate** what better way to increase the appeal of a home than to display it in brilliant color? Color brochures of new home projects, commercial developments and apartment projects are a must to capture the attention of prospective buyers. Ever notice how much more attractive a color flyer describing a home is than a black and white copy? Not to mention the opportunity to create interest and clarity with the endless paperwork involved in the sale of a home. **Color** definitely **improves** sales and generates business.

In **Financial and Insurance Services** there are ubiquitous

opportunities to create clarity and emphasis in an endless stream of charts, graphs, reports and balance sheets. And much of this information is ultimately printed and copied. Color can make even the most mundane documents easier to read, understand, and discuss. **Color adds** significant business **value** to your communications and **Color generates** more profits and revenues!

The **Health Care Industry** is undergoing changes at all levels from the physician’s individual office to the clinic or hospital setting putting increasing demands on staff to have documents which are clear and easily understood. New laws placing increased security on personal information means everyone at every level needs to be clear. **Color increases** the willingness to read and **Color communicates**.

The pressure to increase the accuracy of medical information from care givers, laboratories, hospitals, and clinics is huge. **Color** can **reduce** reading errors and **Color compels**.

The opportunities in the **Legal Industry** are, well, unlimited. Documentation lies at the core of legal activity; all definitions, opinions, arguments, and notices are expressed in printed documents. Many of these documents are standardized, requiring only the unique information to be inserted into the documents. However,

virtually all documents are subject to constant revisions as an inevitable part of the legal process and any change must be precisely communicated. **Color** is a key method of **emphasis** and **clarity** in this process. Again, **Color communicates** and **Color compels**. The legal services industry is beginning a period of change that will eventually reshape the practice of law. Economic pressures, technological advances, client expectations and regulatory changes are influencing the delivery of legal services. What better time to introduce the **Power of Color**?

And, of course, what business endeavor could not benefit from the proven impact of **Color** in an amazing variety of ways. Though marketing comes immediately to mind there are countless other possibilities. Studies have shown that by not reading owner’s manuals and product instructions consumers are costing industries millions of dollars each year not to mention the cost of customer dissatisfaction. Customer updates are a great candidate for **attention** grabbing **Color**. How about new product releases in vibrant **Color**? **Colorful** trade show hand-outs. Flyers announcing special events in **Living Color**.

You get the idea. **Color** is here to stay and it is rapidly becoming the mark of a successful, professional enterprise. Some studies have even shown that

Book of the Month

The Power of Less

the fine art of limiting yourself to the essential ... in business and in life.

by Leo Babauta

Mr. Babauta has done those of us overwhelmed by the information age a great service in creating the *Power of Less*. He challenges us to look at our personal and work lives and isolate what is essential. And having identified the essential in our lives we can then, using his subtle, but effective techniques, eliminate or at least reduce the non-essential.

Mr. Babauta also rejects

the myth of multi-tasking by encouraging us to tackle one thing at a time — critically necessary to regaining our ability to focus and thereby improve our effectiveness.

This fresh and straightforward little book has huge implications for helping us focus on what is truly important in our lives. His subtle, but effective ideas can not only clear the way, but also give us more time to be productive and enjoy our lives more fully by having less to do. Whether you are struggling to master your e-mail or just want more room in your day these simple rules will give you the power.

“It may sound idyllic, but it’s definitely achievable. I’ve done it using a system that’s very easy to implement. It all comes down to making

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Is There A **Color** Device In Your Future?

of documents requiring color usually is at a much higher cost and can require minimum sized orders that push that cost even higher. The ability to provide this capability in-house and in quantities that make more sense can effectively control the cost of adding this valuable tool. Another aspect of using color is that it can be controlled by

to certain individuals and/or by defaulting your device to black requiring that color be selected for specific jobs and thereby eliminating the mistake of copying or printing in color when it is not needed.

Other benefits to up-grading to color is that you also up-grade other features as well. Improved printing functionality, increased

scanning speeds, better image quality, greater security, and a host of other features which are too numerous to mention here.

So before you discount color as an option for your next device take a look at the choices now available from Konica Minolta, Canon, and Panasonic. We think you will be very surprised at how affordable they really are. 🙌

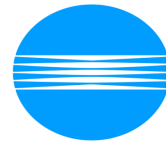


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“Your image is important to us.”



KONICA MINOLTA

A Little Bit About Us

Quote of the Month

National Photocopy Corporation is a locally owned and operated provider of high quality copier, printer, scanner, multifunctional devices and networking office products since 1972. We have been an authorized Konica Minolta dealer since 1977 and now have been chosen by Canon to carry the Canon copier, printer, and MFD line as well.

Our service department has seven full-time service technicians trained on our product lines as well as in networking applications. Our average technician has been with us for over seventeen years and some have been with us for almost thirty years.

As a locally owned company we have come to understand and adapt to the local business climate and our customer's individual needs giving us a special perspective on customer service. When your entire staff works and lives in the community it serves you tend to feel a very special connection to

Give up waiting

as a state of mind.

*When you catch yourself slipping
into waiting, snap out of it.*

*Come into the present moment. Just
be, and enjoy being.*

*If you are present, there is never any
need for you to wait for anything.*

— Eckhart Tolle