

2-color newsletter: **THE EXCLUSIVE INTERVIEW**

For over 25 years, Newsletters Ink PLUS has been producing client newsletters. For most of the first two decades, the newsletters were generally produced using a two-color printing process. Usually a combination of black and a second accent color, the 2-color newsletter was a popular product. Then, advances in printing technology made full-color newsletters an affordable option. Most of our 2-color customers made the switch.

Lately, we've been selling more 2-color versions. This makes sense. In these difficult economic times, businesses are, understandably, cutting costs anywhere they can. That's why we wanted to make sure everyone knew that the 2-color newsletter is alive and well. To prove it, we went to the source:

newslink: 2-color, people have been talking for the last couple of years about how you've supposedly gone out of style. Any comments?

2-COLOR: Out of style! I couldn't be more offended. Classics don't go out of style. Now don't get me wrong, Full-color is a great guy. He's visually appealing, bold, attention-grabbing, you name it. But I have my charm.

newslink: Why would you suggest any of our clients make the switch back to you?

2-COLOR: I could tell them all about how, with tints, I can have all the nuance of Full-color; but the truth is, I am a more cost-effective choice for those who need a more budget-friendly option. And let's face it, that's a lot of businesses these days.

newslink: Be honest, how much savings are we talking here?

2-COLOR: Well, quantity always plays a part in pricing, but I would say that most clients could save from 20–30 percent.

newslink: Thanks, 2-color. I hope this interview gives people a chance to know you a little better.



A GREENER POSTCARD

You don't have to be an extreme environmentalist to appreciate the importance of using sustainable printing practices in your marketing. That's one of the reasons we make sure our postcards pass the environmental test. Here's how.

The simplest thing we do is encourage you to use an electronic proof. If we can e-mail rather than fax a proof to you, that saves paper right off the bat.

When it comes to the postcards themselves, there are a few key considerations. First of all, we use soy ink exclusively for our postcards. Soy ink is a renewable resource, reduces volatile organic compound (VOC) emissions associated with petroleum- and mineral-based inks, and actually covers more area than comparable inks. Soy ink has been found to spread approximately 15 percent further than petroleum inks, which reduces ink use and cleanup costs.

Second, we use water-based aqueous finishes as far as coatings and varnishes on our postcards go. Printed material with an aqueous finish can be recycled without emitting harmful by-products.

Next, and most important, is the paper itself. Our standard 12-point C2S postcard stock is certified by the Forest Stewardship Council (FSC). The FSC is an independent, nongovernmental, nonprofit organization that works diligently to promote responsible forestry. Find out more about the FSC at www.fscus.org.

Finally, we can help you maintain an accurate, up-to-date mailing list so that you print only as many pieces as you need.

Taking positive environmental action doesn't have to be painful; it's applying a commonsense approach to every job that makes use of the best available tools and limits waste. We can all do our part.

