

# Paper-Based Tool Stands Out in Age of E-Marketing

by Louise Brass, Contributing Writer

Finding a marketing and promotional tool unique enough to stand out in today's e-based environment is the name of the game for many firms. American Slide Chart/Perrygraf delivers that kind of eye-catching, versatile and unique tool, with no electronic connections required.

The Carol Stream plant has 70 employees, including those in the design team, which develops distinct ways to present a firm's important information. The company then constructs the multi-dimensional paper-based tool and packages it to meet customer specifications.

The tool can be used by engineers as they crunch numbers, pharmaceutical firms requiring exact measurements, or customer service people in need of quick references on various products while talking with customers on the phone.

Don Hoff, director of sales and marketing at American Slide Chart/Perrygraf in Carol Stream, believes the company's multi-dimensional print products add uniqueness in an age of one-dimensional electronics. (Photo by Dietrich Wolfframm)

"Some pieces are very technical, others are simpler," said Don Hoff, director of sales and marketing at American Slide Chart/Perrygraf.

The various types add a multidimensional uniqueness in an age of one-dimensional electronics, he said. Each tactile piece can be carried flat or made to pop up into a globular or octagonal shape that can't be experienced on a flat screen via e-mail.

"I get e-mails every day, but e-space is becoming cluttered. The casual user becomes bombarded with these things," said Hoff. "So our products, in conjunction with what's going on in the 'e' side of the market, help a brand stand out because they are dimensional.

"We design. We manufacture. We produce. We die cut, assemble and pretty much, from start to finish, handle it all at our facility. We have a kind of soups-to-nuts approach because what we do it so unique."



Don Hoff, director of sales and marketing at American Slide Chart/Perrygraf in Carol Stream, believes the company's multi-dimensional print products add uniqueness in an age of one-dimensional electronics. He explains that the products are "both hands-on and user-interactive," meaning that users can pick up the multi-layered tools and manipulate them to obtain situation-specific data or calculations from nearly any location. Other tools pop up or fold out in unique, eye-catching and memorable ways. (Photo by Dietrich Wolfframm)

The company knows the importance of getting exactly right all elements of what it produces, from start to finish. The importance of wearing many hats also omits the need for outsourcing.

"The beauty of our product too is you can take a large amount of data and compact it into a small, portable, easy-to-use piece, and you don't have to be hooked up to a Web site or have a smart phone or a Blackberry or a notebook computer to access this information," said Hoff.

The dimensional tool has global appeal as well. In addition to it being used by such well-known names as Boeing, McDonald's, Caterpillar, All State, Ace, DeVry, Prudential and Kraft, the Australian Postal Service has also taken advantage of the unique advertising opportunities presented by the dimensional as well.

Wine producers Ernest and Julio Gallo are utilizing a dimensional design that shows the best foods to serve with various wines. Hoff said the design team added magnets to the product so customers can keep dimensionals attached to their refrigerators for quick reference.

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“We are kind of a secret in a way,” Hoff said. “I’ve been amazed as I see the jobs come through from some big name customers. Right now we are in the process of doing nine different projects for Hewlett Packard. Here’s the world’s largest technology company using our product and integrating it in with a number of things they do.”

Most printing runs number between 500 and 1,000 pieces. However, some orders to American Slide Chart/Perrygraf have been for a million dimensionals. Its sales force utilizes cold calling, newsletters and word of mouth testimonials, as well as an established Web presence.

According to Mary Bittel, manager of marketing and communications, dimensional prints offer an even more potent marketing alternative than just any piece of direct mail.

“Dimensional mail is a best-of-breed hybrid,” she said. “I have to assume that a vocal group of naysayers trying to give print a bad rap simply doesn’t understand all the options.”

Quality Logo Products would likely agree. When the firm wanted to boost visits to its Web site and increase customer orders, a specialty pop-up calendar was the chosen method. After mailing out 3,000 to existing customer in Dec 2007, the firm reported that advertised savings have been claimed by 82 percent of recipients.

The NTL Institute for Applied Behavioral Science has conducted research on the issue of how humans remember facts and figures.



American Slide Chart/Perrygraf’s unique wheel formats spin to compute large volumes of pre-calculated data, or to display product comparison information at the point of purchase. “Like our slide formats, these wheel-shaped dimensionals can pack 10, even 20 or more pages of data into a compact, portable tool,” explains Hoff. “The unique rounded shape grabs added attention and stands out against other tangible marketing pieces. Many customers use them in place of an entire catalog, and quite cost-effectively.”

“The research suggests that most adult business professionals have what’s called an experiential learning style,” Bittel said. “That means they retain much more of your message when you simultaneously engage them on multiple levels.

“This dynamic would certainly help to explain why so many of today’s most popular e-based communication vehicles have such a fleeting impact on our target audiences.”

Hoff believes it takes creativity for a company’s marketing materials to stand out.

“With the plethora of e-base marketing communications, one of the things that some of the research points to is to go against the flow,” he said. “If you want your firm to stand out, do something unusual.”

For a free industry-specific Sample Kit or an IdeaBook featuring dimensional solutions developed by leading companies, visit the company’s web site at [www.americanperrygraf.com](http://www.americanperrygraf.com) or call 800.323.4433. Free custom dimensional designs are also available.

