

Lawton Printing Services

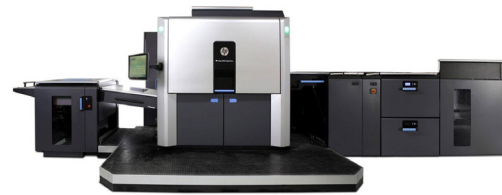
is a strategic partner that provides commercial off-set, personalized digital printing and marketing solutions to our clients.

Our team’s expertise and environmentally friendly practices set us apart. We can handle both small and large jobs, so we can help you come up with an effective solution no matter the size of your project at reasonable prices with our new HP Indigo Press.

LAWTON
PRINTING SERVICES

4111 E Mission Ave,
Spokane, WA 99202

Lawton has the only HP Indigo 10000 Digital press in the Pacific Northwest.



Which means..
A faster turnaround
Higher quality

The high-speed press can print 4,500 sheets per hour. The press offers not only a 4-color process, but also a special Pan-tone matching system. Its print quality matches or exceeds offset, allowing the two to be used interchangeably. More options For the first time, the press makes it possible to print larger applications digitally such as the 20” x 29” sheet size. The press can handle everything from small quantity print runs to personalized mass mailings, and it is compatible with over 2,500 papers and other sub-strates.

We are committed to getting the job done on time, in budget and with excellent quality.

FPO
FPO
FPO
FPO

At Lawton Printing we recognize the need to promote environmentally friendly printing techniques, and encourage environmental practices. We are the only certified commercial printer in the Inland NW. The majority of our stock house papers are FSC certified, and made from recycled content, which are the best options for the economy.

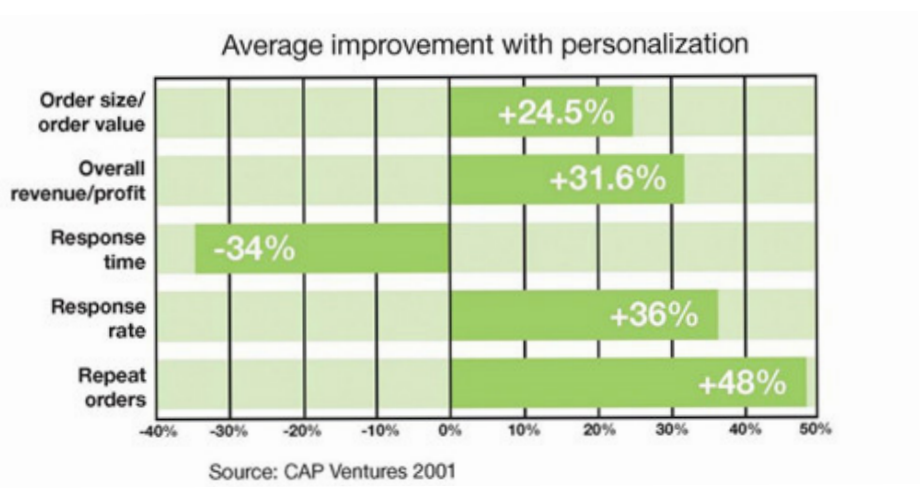
Helping Business’s
GROW since 1983

WE can help you **GROW** your **BUSINESS**
HOW? 🤔

By Using **Variable Data Printing**
Variable data printing is a form of printing that allows users to change text, graphics, colors and images, without slowing the press or adding print costs, using data from your CRM database. Instead of printing 2500 static pieces, each piece is personalized using demographic and purchase/inquiry history.

WHAT IS **CRM**? 🤔
CRM stands for customer relationship management database, which includes demographic and purchase information you maintain for clients, which allows bussiness owners to talk to each potential customer individually.

According to September 2014 research by Econsultancy in association with RedEye, 95% client-side marketers worldwide who had implemented personalization via offline channels had seen an uplift in conversion rates. This was more than any digital channel studied, and led email—the most popular personalization channel—by 5 percentage points.



Nearly **85%** say **personalization** of a direct mail is more likely to be **open and read** 🗨️

WHY **DIRECT MAIL**? 🤔
BECAUSE...
92% of shoppers say they prefer **direct mail** for making purchasing decisions 😊😊

AND

70% are **CURIOUS** to find out what's in their mailbox 🗨️

Millennials Love Receiving Mail! 🗨️

- 36% of people under 30 look forward to checking the mail each day (this percentage skews even higher with older people and increases the older they are)
- The Bottom Line – Millennials will have a cumulative \$1.4 trillion in spending power by 2020. If you're not marketing to them with direct mail, you're missing out on a huge opportunity and large percent of the population. 💰💰💰

Well-crafted direct mail piece, combined with other powerful tools, will stand out, get noticed and build engagement with consumers of all ages..

Despite the proliferation of digital channels, **direct mail** is still a **stronghold**.