

- Tip 1** If you change from polythene to paper wrap/envelopes for mailing, check out RM discounts eg. Advertising Sustainable, Mailmark, to offset the cost
- Tip 2** Printing ink for digital presses can be expensive so consider the design and ink coverage on your products, to maintain your return on investment
- Tip 3** Ensure your pre press team are using the correct proofing profiles for the paper you will be printing on in order to get the most accurate representation of the final product, before going to press. Remember uncoated stocks have a different standard to coated
- Tip 4** If you want to try a different catalogue/magazine format to the traditional A4/A5, find a printer with short grain, web offset presses. You will stand out from the crowd, reduce paper waste and money!
- Tip 5** DM doesn't have to be a letter in an envelope! Work with your DM partner at the beginning of your project to create an innovative format to engage and delight your audience
- Tip 6** Print needn't cost the earth! Choose paper from a sustainable source eg. FSC/PEFC accredited
- Tip 7** Personalise your catalogue covers with special offers and vouchers. Our customers confirm they get a better response rate
- Tip 8** Innovative covers for catalogues and magazines. Ask about a barn door to surprise your customers or maybe some foil blocking for a special edition
- Tip 9** If you are creating a Door Drop or an Instore leaflet, check out the wide range of press finished, quick turnaround products available. The YM Group Nested range includes a leaflet within a leaflet or a leaflet with a poster/wall chart pull out
- Tip 10** RM's new Partially Addressed Mail allows you to continue using DM communications to prospect for new customers, without using personal data. 200 times more targeted than Door Drops and cheaper than Advertising Mail
- Tip 11** **Selecti.ns** is where we bring 6 brands together under a common theme, with a compelling offer, in a partially addressed pack (non personalised & GDPR friendly) and target households that are likely to find that theme appealing
- Tip 12** Simple tip - remember to calibrate your monitors when designing!

# TIPS FROM THE YM GROUP FOR 2020

For more information please contact your representative or [enquiries@ymgroup.co.uk](mailto:enquiries@ymgroup.co.uk)

