

RICOH

COLOR EMBELLISHMENTS

The Power of Color Embellishments:
Turning Challenges into Sales



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INTRODUCTION

Amid the daily clutter of communications, color embellishments speak loudly. Keypoint Intelligence's research shows that businesses investing in these techniques do so primarily to stand out from their competitors. Brands and print service providers (PSPs) embracing color embellishments can gain significant advantages, including capturing consumer attention and elevating brand perception. While these benefits are widely recognized, the real challenge lies in increasing their usage to drive better campaign effectiveness.

Keypoint Intelligence's data highlights critical pain points, identifies top applications for color embellishments, and pinpoints the vertical markets that are investing more heavily in these specialty products. Most importantly, our data offers actionable recommendations for PSPs on how to better sell and promote the value of specialty print.

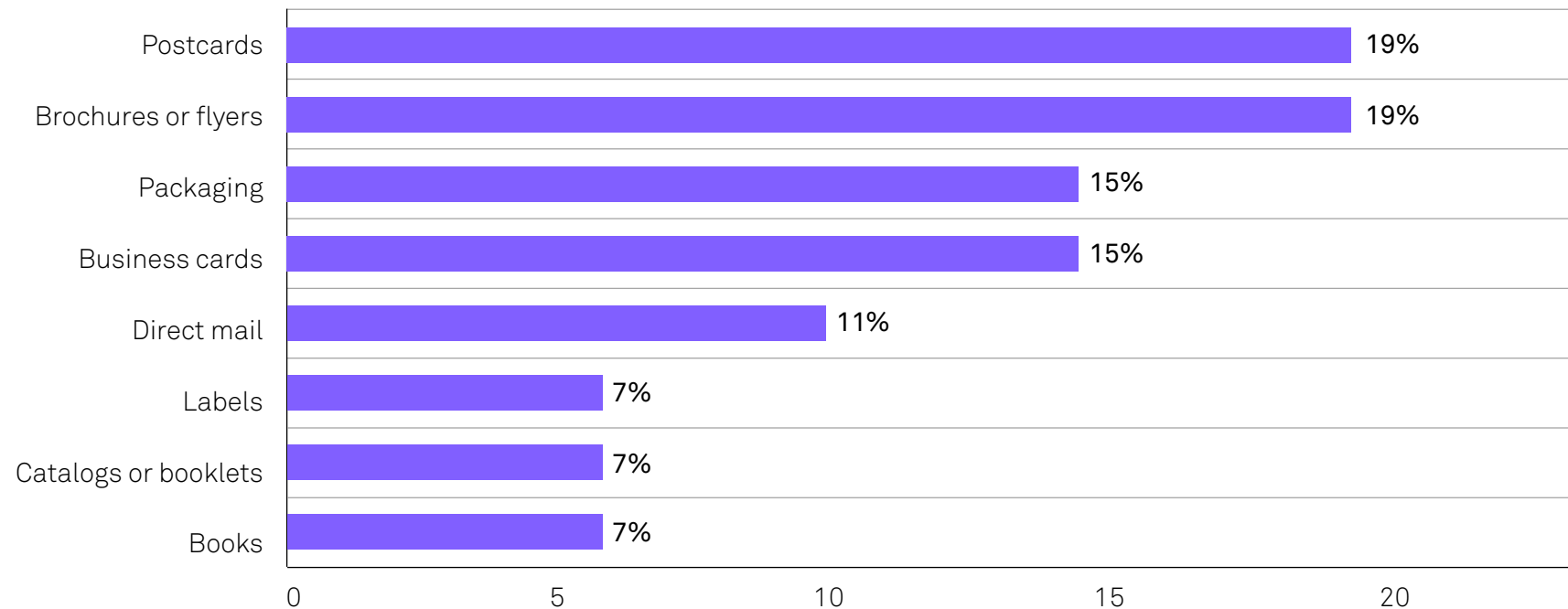


MAIN APPLICATIONS

Printed items with color embellishments hold a unique power—they offer a premium print quality through a large CMYK+ color gamut and special colors while also providing a tangible, tactile experience that leaves a lasting impression. Brands are using color embellishments in their promotional materials to capture attention and drive response rates. As shown in the Figure, postcards, brochures, and packaging stand out as the leading applications for color embellishments. Surprisingly, catalogs and booklets rank low on the list, despite their higher costs and perceived value.

Which of the following do you estimate to be the MOST SOLD color embellishment?

Most Sold Print Application for Embellishment



N=95 Business Respondents

Source: Color Embellishments 2024 Survey. Keypoint Intelligence 2024.

Given the potential of color embellishments to elevate brand and products/services perception—particularly for higher-cost items like multi-page catalogs—its limited utilization raises important questions. Adding color embellishments in selected areas of the catalog should be seen as a relatively small addition to the overall cost. When you're already investing in a high-cost printed product with intrinsic value, aiming to attract attention and enhance a brand's image, the potential return from adding embellishments makes the extra expense worthwhile.

LEADING COLOR EMBELLISHMENTS

CMYK+ techniques can transform printed materials from commodity, price-sensitive offerings to higher-value products that command a premium. There's a wide range of options available to print buyers and brands, with some being more commonly used than others.

Types of CMYK+ Techniques

Specialty	Metallic, white and fluorescent toners/inks
Coating	Spot or flood coat of clear matte, clear gloss, or satin coating; can be used for watermarking or scratch protection
Spot color	Highlight colors or custom mixed colors (PANTONE)
Gamut expansion	Red, Green, Blue (RGB); Orange, Green, Violet (OGV); Light Cyan, Light Magenta (Lc, Lm); Light Black/Gray
Textured	Tactile, embossed, or debossed effects
Security	Infrared (IR), Ultraviolet (UV) inks (only visible under special lighting conditions)
Foil	Shiny/metallic effects using foils

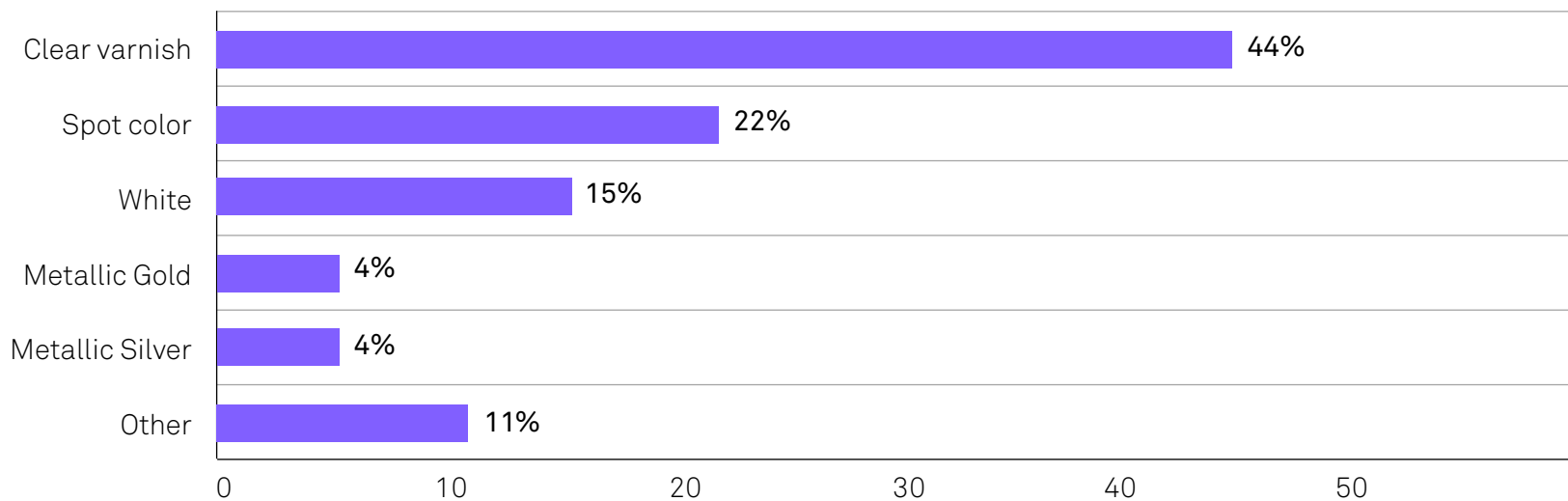
Varnish is the most widely sold color embellishment, valued for its dual benefits of enhancing both the aesthetic appeal and durability of high-use print materials. Spot color ranks second in popularity, adding vibrancy and contrast to specific design elements and key brand messaging. Intriguingly, more “innovative” and “aggressive” color embellishments such as metallic foils are slower to gain traction.



TYPES OF AUTOMATION TECHNOLOGIES

Which of the following do you estimate to be the MOST SOLD color embellishment?

Most Sold Embellishment



N=27 Respondents whose organization produce or outsource jobs with color embellishments.

Source: Color Embellishments 2024 Survey. Keypoint Intelligence 2024.

This raises a critical question: why are print buyers hesitant to fully embrace bold, high-impact strategies that could significantly improve customer engagement and, ultimately, sales outcomes? The answer often comes down to cost. For PSPs and print buyers, the challenge lies in shifting the conversation from cost to value.

BUYERS

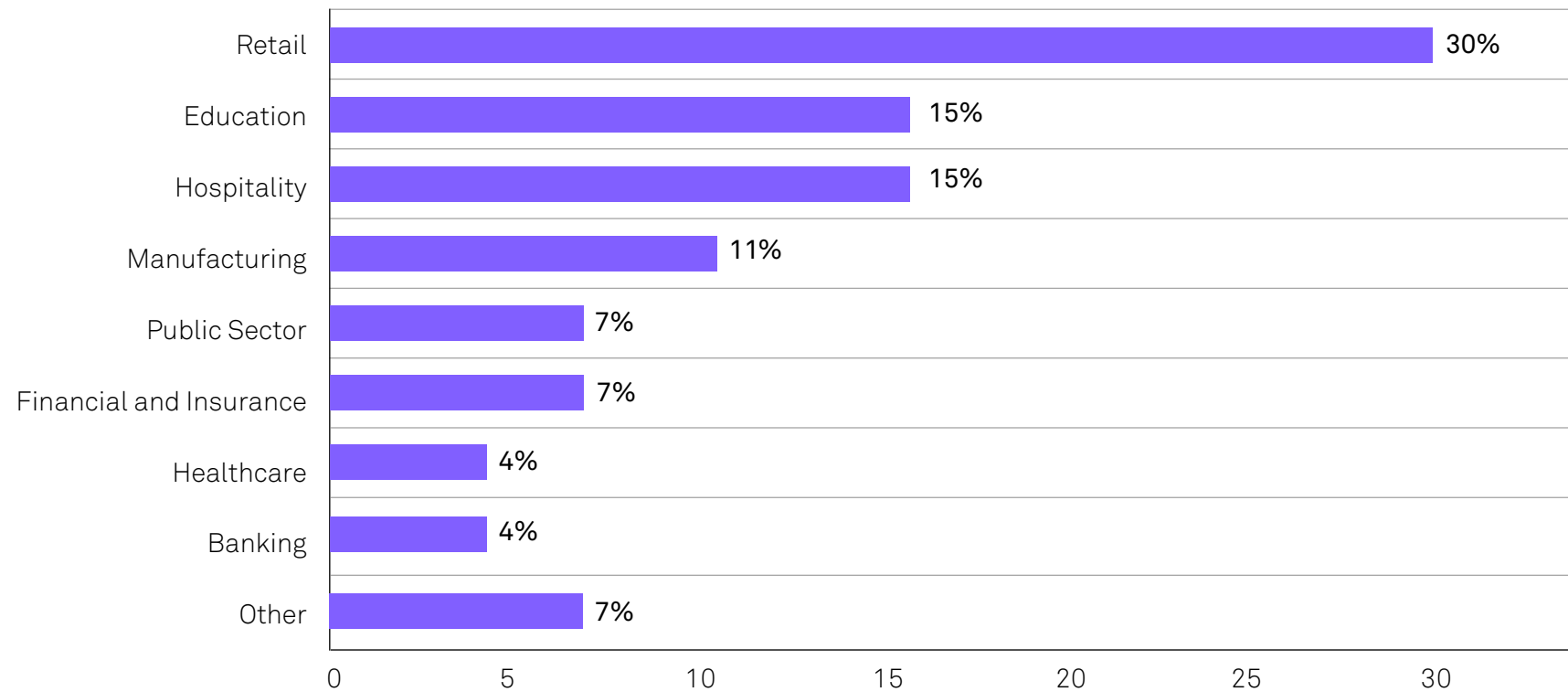
Keypoint Intelligence's latest data shows that retail is the primary vertical market investing in color embellishments. This should come as no surprise; its use (from fast-moving consumer goods needing to stand out on supermarket shelves to high-end luxury product packaging that creates a sense of exclusivity all the way to consumer marketing communications) is ubiquitous on every consumer level. Education and hospitality follow, while adoption rates in sectors such as financial services and healthcare are less prominent.

These markets often prioritize personalized strategies to capture customer attention. However, in markets like finance or health—where trust and reliability are paramount—color embellishments could play a vital role in fostering positive customer perceptions and building stronger relationships.



Which vertical industry buys the most color embellishments?

Vertical Industry Purchasing the Most Embellishments



N=27 Respondents whose organization produce or outsource jobs with color embellishments

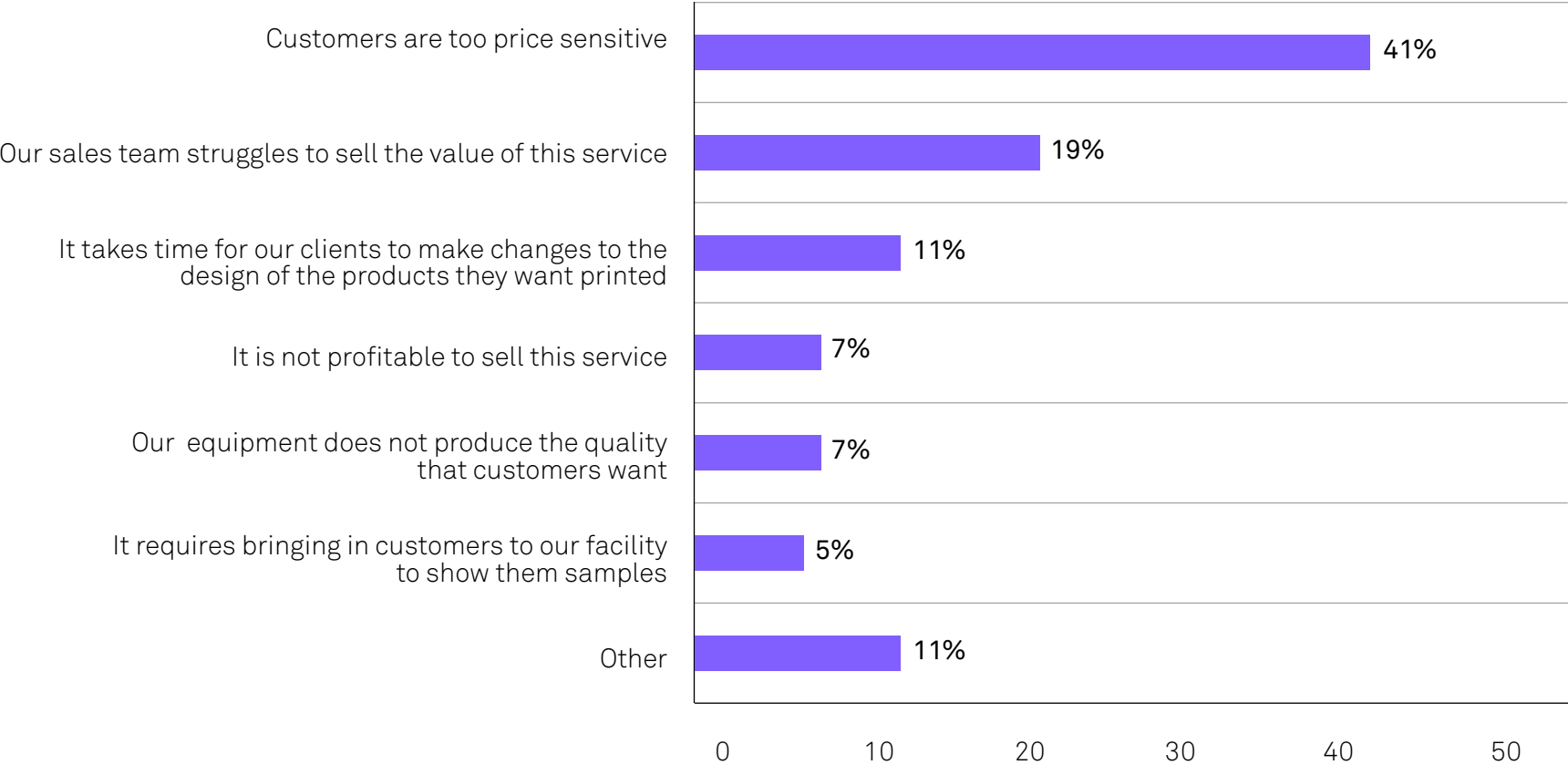
Source: Color Embellishments 2024 Survey. Keypoint Intelligence 2024.

PRIMARY CHALLENGES

Despite the clear value that color embellishments provide, several challenges hinder broader adoption. Price remains the foremost obstacle, followed by PSP sales teams struggling to effectively communicate the true value to customers. Time constraints also add pressure, as some print buyers may worry that adding color embellishments will slow production, making a desired quick campaign time to market difficult.

Which of the following would you consider to be the top challenge you encounter when selling color embellishments?

To Challenge When Selling Embellishments



*N=27 Repondents whose organization produce or outsource jobs with color embellishments
Source: Color Embellishments 2024 Survey. Keypoint Intelligence 2024.*

Understanding these pain points can help PSPs overcome them and fully leverage these high-value techniques. With price as the primary barrier, many print buyers may struggle to visualize the return on investment (ROI) associated with color embellishments.

This highlights the need for stronger sales techniques to better convey their value and potential ROI. PSPs must actively and strategically remind print buyers about the marketing effectiveness of color embellishments, showing how such techniques can create differentiation in crowded markets and drive sales growth.



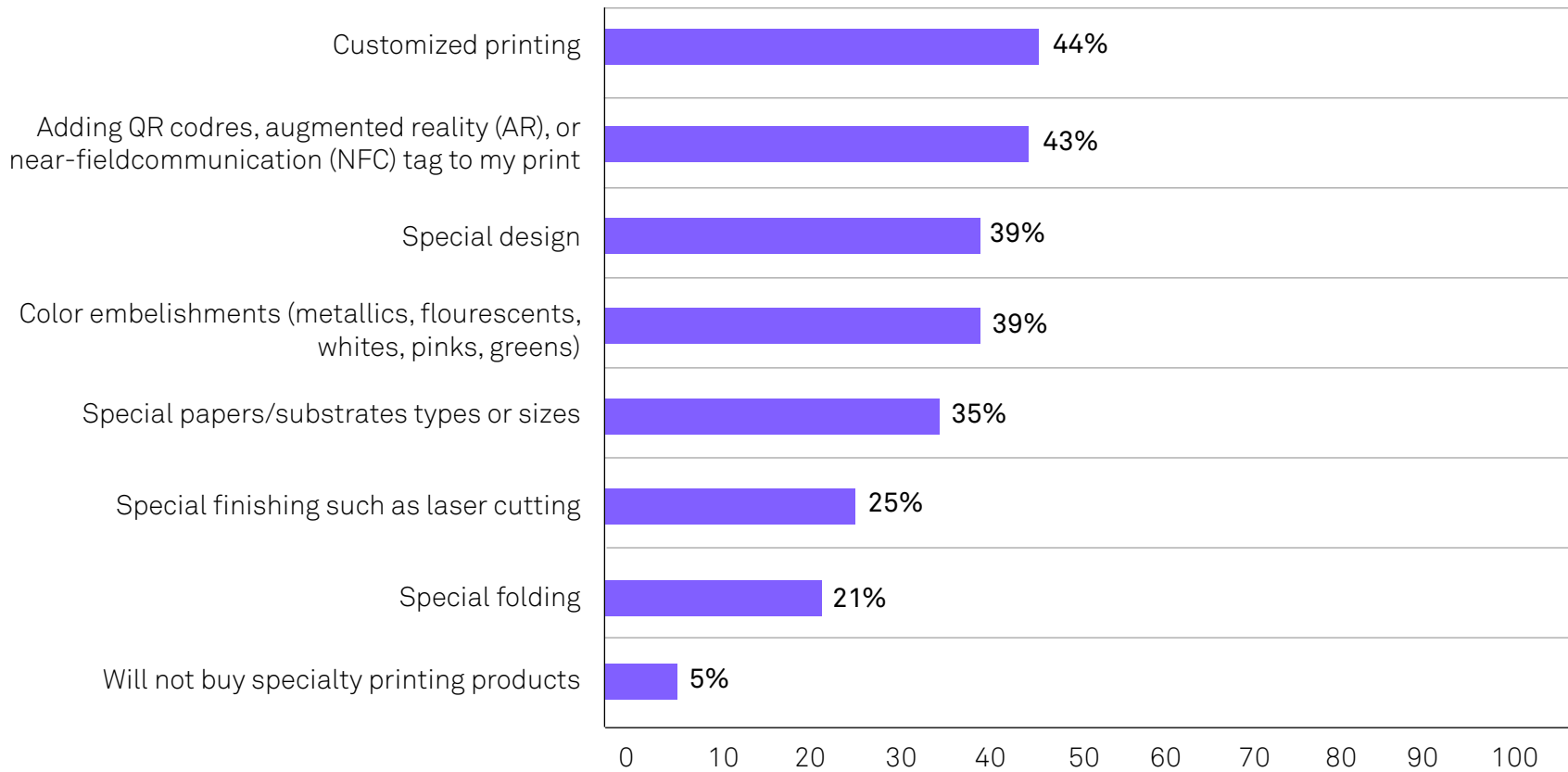
PRINT BUYERS' OPINIONS

There is good news: print buyers exhibit a willingness to invest in specialty printing, which includes color embellishments. Keypoint Intelligence's data indicates that 95% of print buyers are open to allocating more budget for these enhancements. However, the real challenge lies in how these embellishments are positioned during the sales process. Even though funds may be available, PSPs must still adopt a consultative approach to demonstrate the clear benefits and ROI potential that color embellishments can provide.



What are the top three specialty printing products that you are keen to purchase in the next two years?

Only 5% of Printers Aren't Interested in Specialty Print



N=27 Respondents whose organization produce or outsource jobs with color embellishments

Source: Color Embellishments 2024 Survey. Keypoint Intelligence 2024.

Exclusive SPRING COLLECTION CATALOG



CAROUSEL CLOTHING



a. Backpack by Travelmore b. Mylo & Thurston Cherry Fedora c. Black & White Beach Towel,
d. Bathing Shorts By Funky Flamingo e. Mylo & Thurston Espadrilles f. Graphic 100% Cotton Shirts,
g. Travelers Friend Watch h. Tortoiseshell Sunglasses i. Yellow Woven Belt j. Mylo & Thurston Slim Cut Jeans
k. Turn It On Sweatshirt

HOW TO SELL IT

Because marketing professionals are often the primary buyers of color embellishments, it's imperative for PSPs to align the value of these enhancements with marketing objectives. It's not enough to focus solely on the aesthetic appeal. High-quality samples can indeed spark interest, but marketers need more than beauty to justify an investment. The real key to selling color embellishments lies in demonstrating their marketing functionality and the potential ROI they offer.

To engage customers effectively, consider the following approaches:

1

Highlight Marketing Objectives: Discuss their primary campaign objectives. Are they struggling to capture attention in a crowded marketplace? Are they looking to differentiate their brand or drive more engagement? By emphasizing and linking color embellishments as a solution to their core challenges during a campaign process, you are creating a more compelling value proposition.

2

Elevate Brand Perception: Discuss the importance of enhancing their company's brand image, products, and services to drive purchasing decisions. High-quality, eye-catching marketing print materials (including packaging) give consumers the impression that a brand is professional, trustworthy, and premium.

3

Introduce Samples Strategically: Once the conversation focuses on their marketing objectives during the campaign process, present your high-quality print samples. Ask your customers how they think these enhanced marketing products could fit/help their challenges of capturing attention and elevating their brand perception of value. For example, could a luxury car brochure use metallic foil accents to better engage their premium audience? By connecting aesthetics to the campaign steps and objectives, you demonstrate the functional value of investing in color embellishments. Most importantly, you enable the print buyer to visualize potential ROI.



A one-size-fits-all approach won't work when it comes to selling value in general and color embellishments in particular. Tailor your conversations and recommendations to the specific needs of each campaign. New market penetration campaigns may require a more aggressive, bold approach to stand out. Loyal customer campaigns may involve more subtle embellishments that still deliver a memorable experience without being overwhelming. In some cases, different audience profiles within a single campaign may even call for different or multiple design approaches.



While marketers are willing to invest in specialty printing, pricing remains a strong component of their buying criteria. To make the most of the marketing budget, it's imperative to tailor your recommendations to align with the specific needs of your customers' different campaigns.



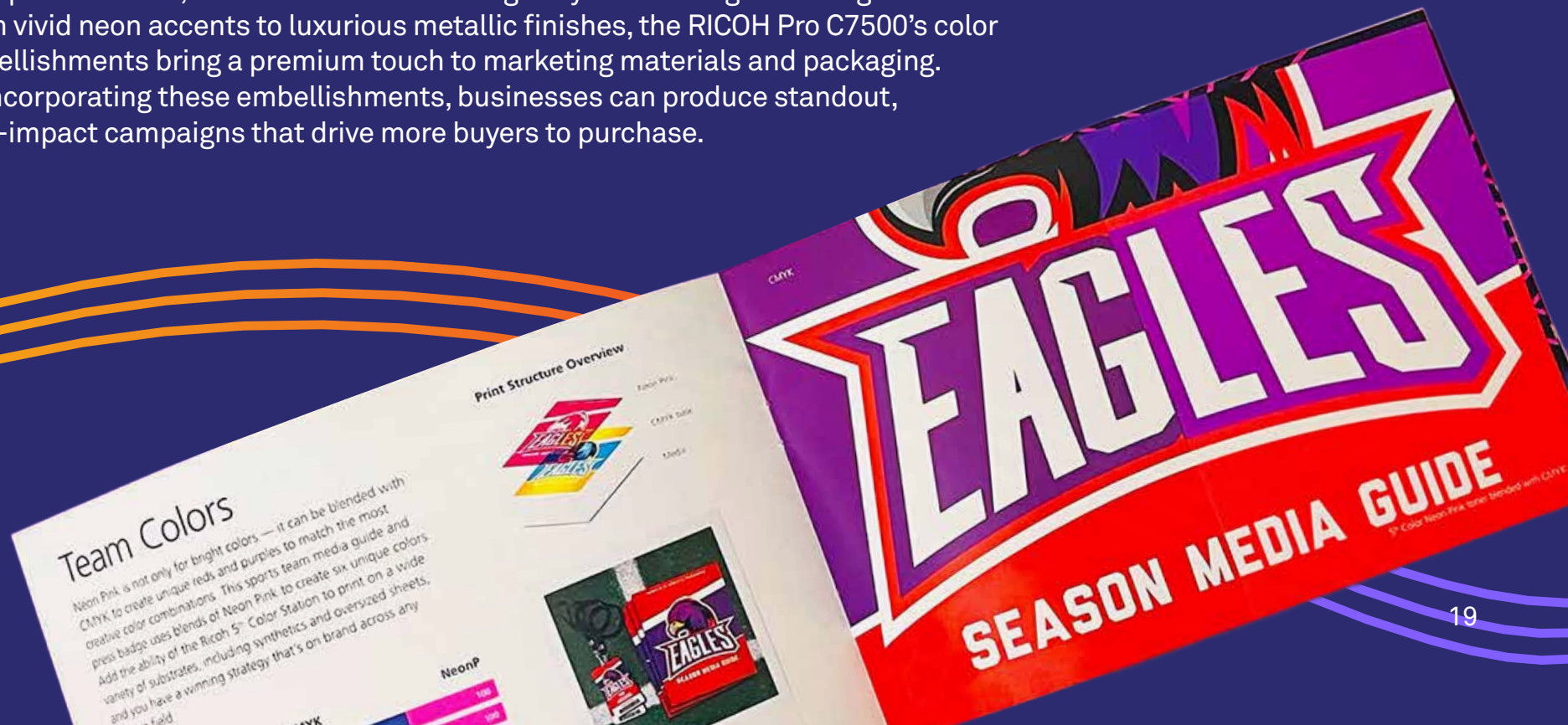
The holistic value of color embellishments in a marketing/ communication campaign is unquestionable. Ultimately, their success comes down to not only in their use but in how well they are strategically and effectively applied to meet the needs of the target audience.



RICOH PRO C7500: ELEVATE YOUR PRINT CAMPAIGNS

The RICOH Pro C7500 helps businesses create premium print applications thanks to its 5th Color Station, which unlocks CMYK+ capabilities. With specialty toners like gold, silver, neon yellow, and neon pink, brands can create striking visuals that capture attention and drive engagement.

Invisible red toner offers an added layer of security. It is ideal for printing certificates, tickets, or documents that require covert authenticity features. The ability to print white ink enables striking designs on colored or transparent media, while clear toner adds a glossy finish to logos or images for an enhanced look. From vivid neon accents to luxurious metallic finishes, the RICOH Pro C7500's color embellishments bring a premium touch to marketing materials and packaging. By incorporating these embellishments, businesses can produce standout, high-impact campaigns that drive more buyers to purchase.



CONCLUSION

For additional embellishment capabilities, Ricoh also offers the Scodix Ultra 2500 SHD, a digital embellishment solution that supports sustainable foiling. The Scodix Ultra 2500 SHD provides high-definition, premium finishing effects like spot gloss, dimensional textures, and exotic foil accents, that enhance print materials while minimizing environmental impact, making it a strong choice for brands looking to create eye-catching, eco-friendly designs.

Ricoh provides Color Management Services to support PSPs in maximizing the impact of their color embellishments. These services include guidance on building files for optimal color accuracy, color calibration, and profiling, ensuring that embellishments look their best across different media. Ricoh also offers Marketing Services to help PSPs promote embellished print effectively to their customers, enabling them to leverage these unique capabilities to stand out from their competitors in the marketplace.

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