



Optimize Your Use of Color

The benefits of color make it a high-return investment for print users.



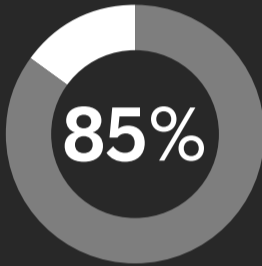
Color enables the **better retention of visual information**. When something is in color it stands out more and stays in the memory longer, compared to its black and white equivalent.



Color gives you a **competitive advantage**: it makes your brand stand out, and helps to reinforce corporate values.



Color can generate subjective **feelings and emotions**.



85% of consumers look at **visual elements over everything else** when choosing what to buy.



increase in sales when used in promotional campaigns.



Color increases productivity due to the better **comprehension, learning and retention** of information from a document.



increase in comprehension of documents that are printed in color.



4 of every 5

moral judgements based on a document are influenced by color.

Color has an **associative quality** when used in a visual brand.



increase in text comprehension - more than with the use of bold fonts.

MyQ gives you complete **color management for your printing**. Thanks to its ability to monitor and control every print, combined with **3-Tier Color technology**, you only pay for the color ink/toner you use.

3-Tier Color Technology

1

Simple color (Low coverage)

Example: A color company logo on black and white correspondence

3

Creative color (High coverage)

Example: Color-rich collateral such as brochures and presentations.

2

Business color (Medium coverage)

Example: Reports that contain graphs and charts.

MyQ benefits:



Reduced Costs
By only printing the color your business needs, costs can be minimized.



Print Control
Manage the use of color with set printing rules and quotas.



Customized
Tailored solutions ensure you get the best results for your business.



Professional Quality
Spend less while receiving more consistent and professional output.