



# Use color for greater impact and response!

According to research, **color increases readership 40% and improves recall 82%**. Whether it's a simple newsletter, sell sheet, brochure or full-line catalog, **color attracts more attention.**

Safeguard is your complete solutions provider for full-color printed materials:

- Short or long runs
- Bindery and finishing
- Mailing and fulfillment
- Variable imaging
- Custom kitting

One color



Full color



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For more ideas, contact your personal Safeguard Distributor or call 800-523-2422.

## Safeguard-Midwest

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