

**“IN THE END, YOUR SUCCESS IS ABOUT HELPING YOUR CLIENTS WITH THE PAIN POINTS THEY HAVE. HOW CAN WE TAKE SOME OF THAT AWAY?”**

**-KEVIN SMITH**



**Ray Printing Co., Inc.**  
201 Brookley Avenue  
Jackson, MI 49202

Your *Local*  
Printing Company  
for Over **96** Years!

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review



## MAKING A CHOICE

*Paper or Digital Communication;*

A recent survey found that consumers want the freedom to choose how they receive important communications from the companies they do business with.

### THE RIGHT TO CHOOSE

**81%** believe they should choose how they receive communications (paper or electronic)

**73%** believe they shouldn't be charged more for paper communication

### DIGITAL DIVIDE

**42** MILLION Americans lack broadband internet access

**25%** of people over 65 never go online

**1/3** of Americans without broadband can't afford it

### CONSUMER PREFERENCES

### DIGITAL CONCERNS

**46%** would consider switching providers if forced to go paperless (up from 41% in 2021)

**65%** worry about information being hacked  
**59%** feel they spend too much time on digital devices

## WE WORK FOR YOU

*The secret to success is in the relationships;* What's the reason behind your success? We always answer with a question: Where do we start? The quality of the work. The products we produce. The customer service we offer. Our people. Our customers. The relationships. There is so much that goes into everything that Ray Printing does every day. For the past 96 years, we have created a culture that mirrors everything we stand for. And it has been like that since day one. Our focus is always going to be on the quality of work we do, the products we produce and the customer service we provide. Creating, fostering and keeping these relationships rests at the very heart of who and what we are! These things combined provide the answer to that initial question: "What's the reason behind your success?" For us, that means everything and everyone. It means, "We work for you."

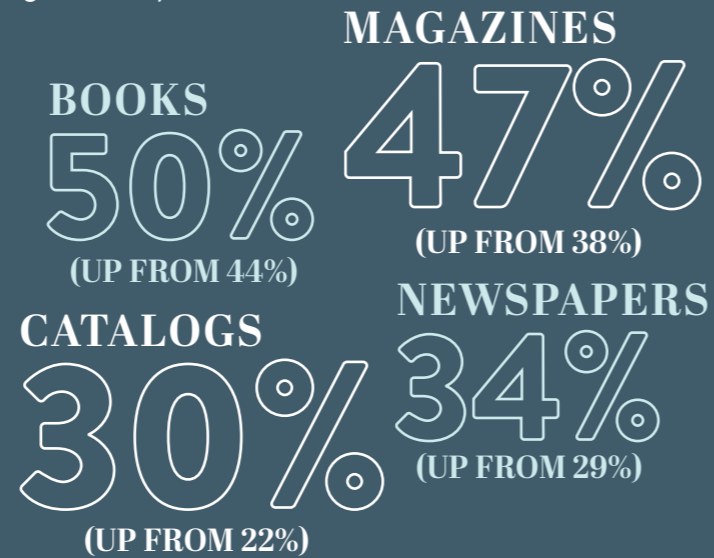




## IT'S A PRINT THING

*U.S. consumers lean toward print;*

Oh that pandemic. In the aftermath of trying to sort out the ups from the downs, a recent survey uncovered some interesting data. According to the 2023 survey, there was an increase in paper over digital communication in several categories. They include:



## IMPORTANCE OF CUSTOMER SERVICE IN THE PRINTING INDUSTRY

A happy customer is a repeat customer and that is the goal of any great commercial printer. So, what are the key components in making and keeping a customer happy? The top four are—quality, efficiency, service and reliability.

### QUALITY

When a customer comes to Ray Printing, they are looking for a printed piece they'll be proud of. We work hand-in-hand to print what our customer imagined, while also offering suggestions towards improving their printed piece through techniques or papers they may not be aware of.

### EFFICIENCY

Efficiency comes with experience and teamwork. Ray Printing has a solid team of seasoned professionals in the commercial printing industry. When large jobs come in, they affect everyone in our shop and we work together to make sure the job flows smoothly from the initial placement of the job to design work, production and bindery.

### SERVICE

Every customer is treated the same at Ray—from the client ordering 500 business cards to the large corporation needing everything, from designing and creating

brochures and trade show displays. The service part of the industry has grown to include every interaction a client has with a commercial printer. That includes emails, phone calls, websites and social media and it happens before, during, and after production.

### RELIABILITY

Your client has to know your printing will come through for them 100% of the time. It's a matter of trust and credibility in business relationships as well as personal. A rule of social character is that you should be reliable. That means you do what you promised to do and that others can count on you. First and foremost, you have to strive to always do what you have promised. Make every effort to mold your relationship with the client into an open, continuous, and cordial one. At Ray that's the understood rule of conduct and has been since 1928.

## WHAT IS DIGITAL PRINTING?

In today's digital age, printing technology has come a long way from the traditional press to digital printing. Digital printing has revolutionized the printing industry by allowing for shorter print runs, better customization,



and cost-effectiveness. This article will take an in-depth look at digital press technology, how it works, and its various applications in the printing industry.

### HOW DIGITAL PRESS WORKS

Unlike traditional printing methods, a digital press does not require plates. Instead, the digital press prints directly onto the paper using advanced imaging technology. The image is created on a computer and sent to the digital press, which then prints the image onto the substrate. The digital press uses a process called rasterization to convert the image into a series of dots that can be printed onto the paper. The dots are not visible to the naked eye, which allows for incredibly high-resolution prints.

### BENEFITS OF DIGITAL PRESSES

Today, digital press technology has revolutionized the printing industry, offering a range of benefits that traditional printing methods cannot match.

- Enhanced Print Quality—high quality prints with excellent color accuracy and sharpness
- Allows Smaller Runs—press setup time is less, allowing for shorter press runs
- Customization and Personalization—variable data allows for one-to-one marketing and direct mail campaigns

## THE VALUE OF OFFSET PRINTING

Offset printing is the standard commercial printing method used around the world. This has been true since the 20th century, and the method still produces most of the printed material used by businesses today. For higher volume jobs, offset printing is the way to go and can be economical if you require thousands of pieces. Here's how the offset printing process works: the project's layout of text and/or art is put on thin metal plates. The press then dampens these plates with water and ink. Because oil-based ink and water don't mix, the ink adheres to the layout on the plates, while the water adheres to the blank spaces. The inked areas are then transferred to a rubber cylinder, which in turn transfers the layout onto the paper. This is why it is called offset printing, because the image of the layout doesn't go directly from the plates to the paper.

### COLOR CONTROL

Offset printing presses apply four basic ink colors (cyan, magenta, yellow and black) one at a time. Each color has its own plate that deposits small dots in specific patterns that make our eyes believe we are seeing a wide range of colors instead of just four inks. Offset printing has been known for high quality, color specific images for decades.

### READY, SET, GO!

It should be noted that because the process is rather extensive and intricate, setting up an offset press requires a skilled operator. Even an experienced operator at Ray Printing runs test sheets before starting the full job. While the job is running, press sheets are pulled as well to insure quality and color are accurate throughout!

