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Unleash the power of print...

Busting myths...

Is paper really bad for the environment?

Can you track ROI with print?

Do people really like receiving mail?

Can you increase web traffic with print?

Does printed marketing improve marketing results?

Is print memorable?

Do people even read their mail?

Do people trust printed collateral?

Print is exciting!

Over the last decade or so, some myths have developed about print and as a print company, we can't stay quiet when we know they're wrong.

Never before has print been more sustainable, measurable and impactful. We want to share this with you to show how you can utilise print for your business, whether that be for functional or marketing purposes.

Read on to find out how print can be Sustainable, Connected, Admired, Rousing, Beautiful, Unforgettable, Tactile, Trusted, and Stimulating.



Scarbutts Printers prints
on FSC Certified Paper.

Print is Sustainable

In Europe, 74% of paper and 83% of
cardboard packaging is recycled.

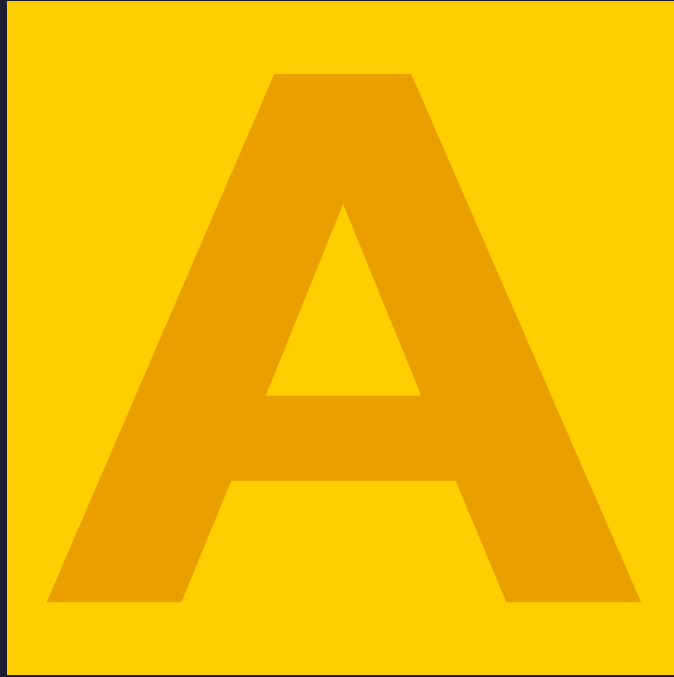


Print is Connected

Scan the code to find out how:



Access our download
on how to measure the
effectiveness of print.



Print is Admired

44% of the population now looks forward to receiving mail.

Make your print collateral stand out and be noticed so your customers are as happy as Larry.

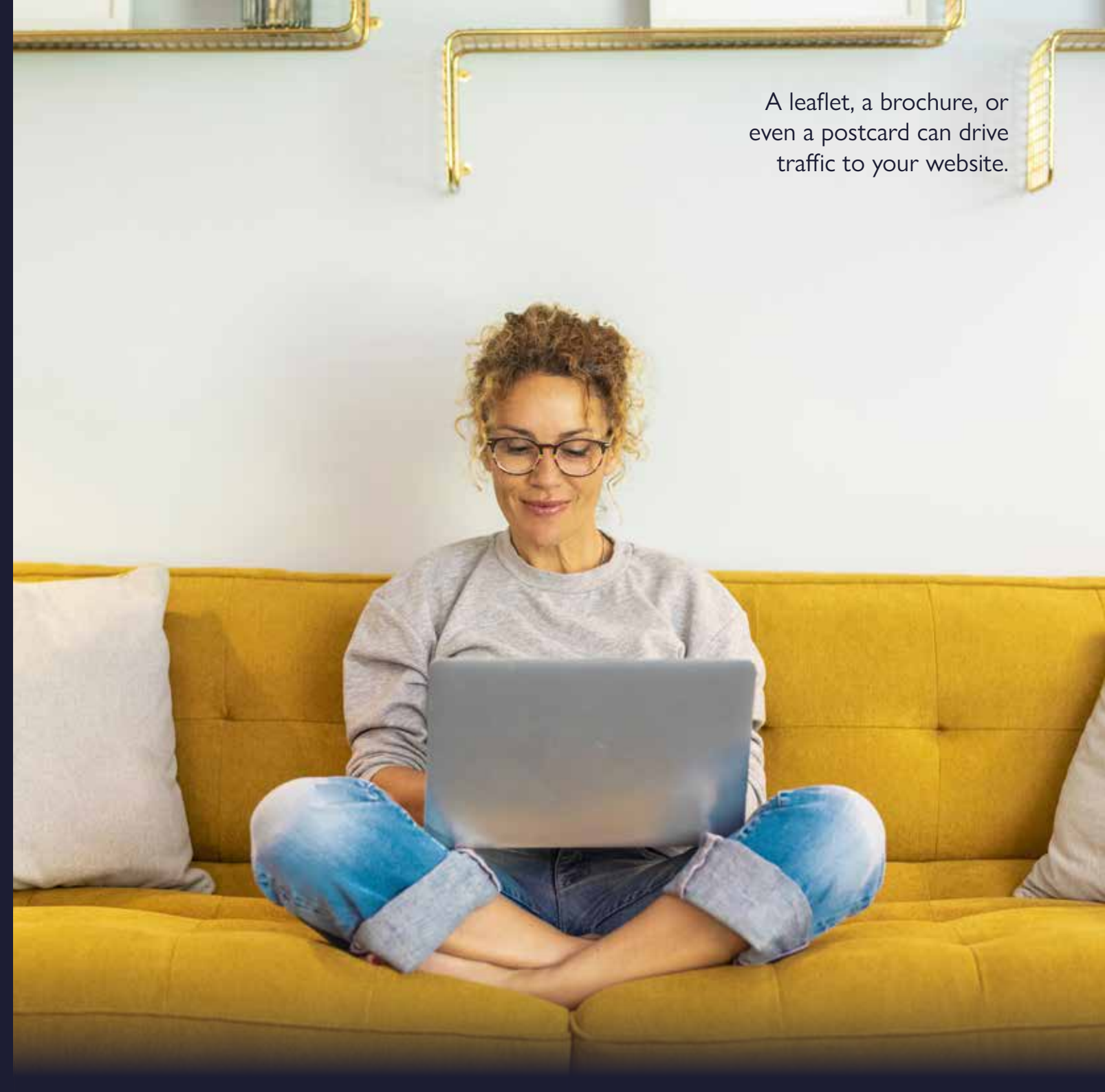




Print is Rousing

60% of people check out a brand online after receiving a printed mailing.

Source: Sappi: why print and digital equals marketing results.



A leaflet, a brochure, or even a postcard can drive traffic to your website.



Print is Beautiful

When direct mail is used in the marketing mix, a campaign delivers market growth at 3x the efficiency of those where mail was not used.

Take your business to new heights by including printed pieces in your marketing mix.





Print is Unforgettable

Mail is 49% more memorable than email and 35% more memorable than social media advertising.

Combining print with other channels makes your brand unforgettable.

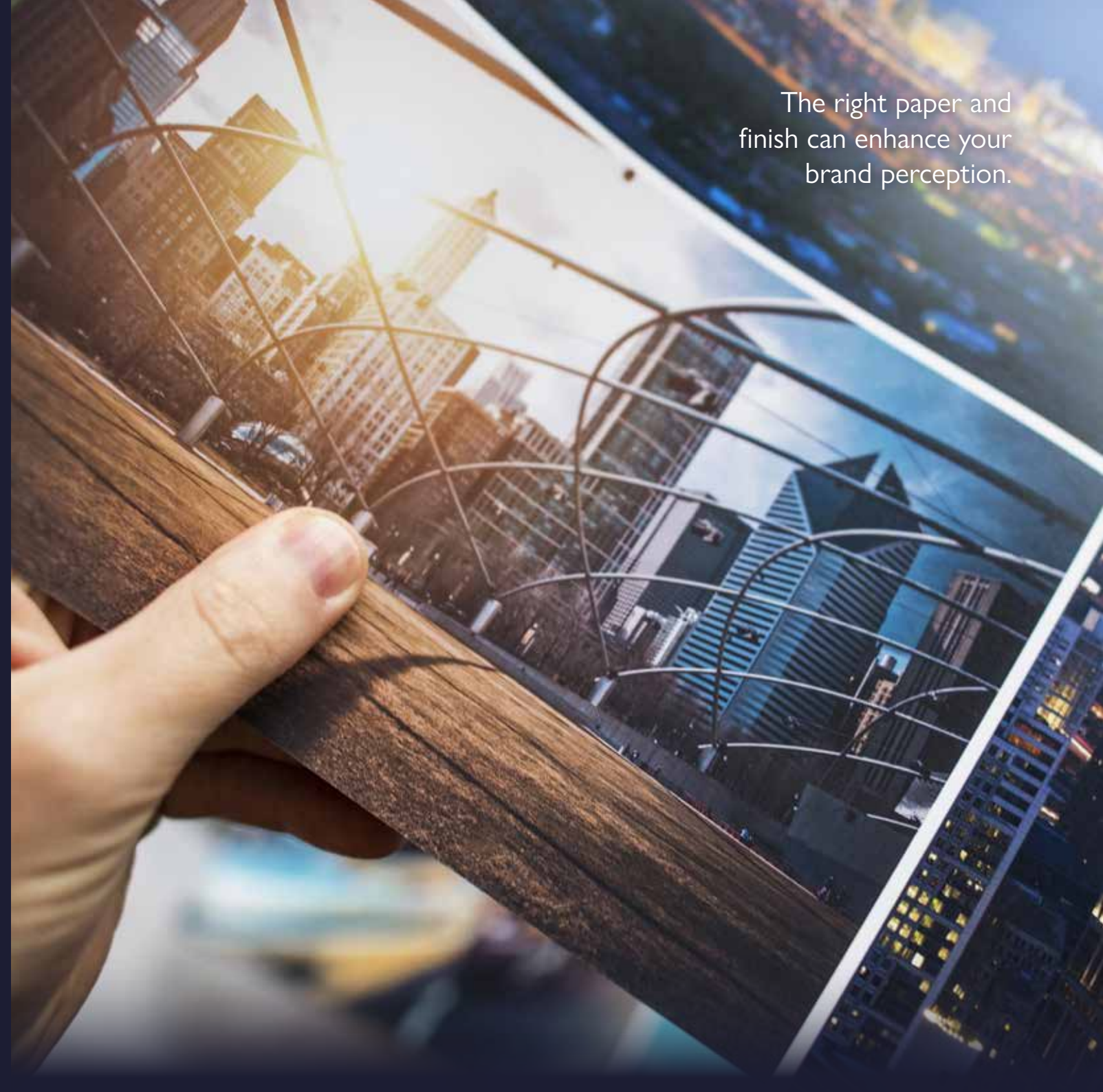




Print is Tactile

More than 9 in 10 (95%) opened, read or filed the direct mail piece.

Source: Driving effectiveness with direct mail; A whitepaper by WARC and in association with Royal Mail Marketreach.



The right paper and finish can enhance your brand perception.



Print is Trusted

87% of recipients consider mail to be believable, compared to 48% for email.

Grow people's trust in your business by combining print with other channels.





Print is Stimulating

See a poster.
Touch a leaflet.
Smell the newsprint.
Hear the pages turn.

But we wouldn't recommend eating it.



Print stimulates the senses
through sight, touch, smell
and even hearing.

About Us

Scarbutts Printers are a part of The Meliora Group, headquartered in Rochester, Kent.

The group celebrated its 60th Anniversary in 2020 and today comprises of multiple UK-based print businesses offering commercial print, printed packaging and printed label solutions.

With its heritage in commercial print, Scarbutts Printers is the complete solution for all your printing needs. We pride ourselves on being able to provide top quality printing and unparalleled customer service.

State-of-the-art equipment and technology is well embedded, with significant trade partnerships established with the likes of HP Indigo and Highcon.

Scarbutts Printers investment not only considers equipment and technology but people too, the combination of which is crucial in achieving world-class standards in efficiency, quality, and customer service.

Customers sit at the heart of the business. Service delivery is underpinned by unparalleled honesty, trust, and integrity, resulting in a long-standing, loyal customer base.



Part of  The Meliora Group

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