

# Print is beautiful.

4

Why do they call it the graphic arts? Because print is beautiful. And printers continue to consider every job they do a personal masterpiece. And now, advanced printing techniques — like high-fi color and advanced screening — make their work more appealing and more compelling.

Photos seem to jump off the page. Special effects draw the eye to the printed content. And a new generation of papers and substrates make readers want to touch and feel your message. You can't get any closer than that. The beauty of print will rub off on your product or service, giving it a special appeal of its own, and an extra tangible dimension that no electronic media can impart.

