

Inkjet printing on envelopes. True colours and brilliant!



Eye-catching, digital inkjet printed personalised envelopes

New JETSCRIPT paper for “white space” marketing on envelopes

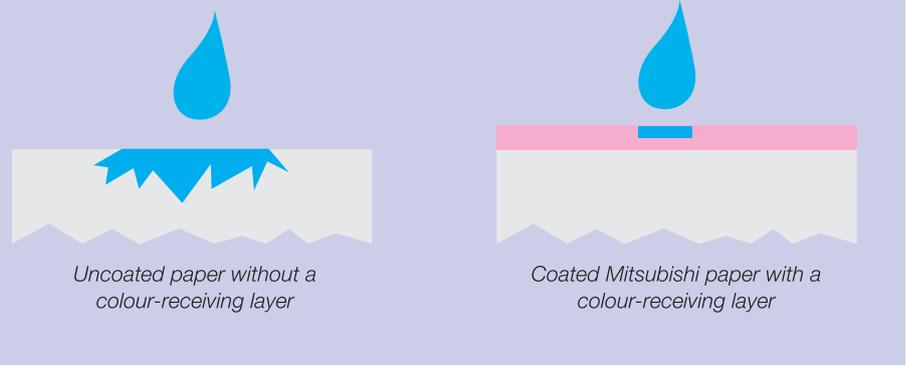
In today's digital media world, more than ever the envelope is the medium of choice to address the customer with selective advertising and to convey a marketing message. Printed envelopes are eye-catching and grab the attention of the recipient. In targeted campaigns, individualised one-to-one marketing is the key for better marketing success.

The envelope can even be the deciding factor whether or not the recipient will open his mail piece. Every plain white envelope is a waste of valuable advertising space. Mailings using printed envelopes show a significantly higher recall rate (36% versus 5% for digital mailings, source: Nielsen).

For this reason, many of the latest mail solution systems installed in the market have been fitted with an inkjet printing unit, which is used for individualisation of the envelopes. In high quality advertising campaigns, precise colour reproduction is most important, as colours must be reproduced on every end product (letter or card and envelope) accurately and consistently and according to the colours of logos and graphic designs which are defined by the company's corporate design. To achieve such high quality of print does not only depend on the printing system chosen but also - and in particular - on the paper dedicated to this printing technology.

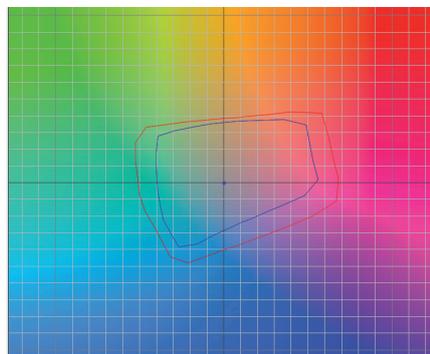
Mitsubishi HiTec Paper Europe recognises this as a high priority application and is now offering JETSCRIPT ML 9084, a coated inkjet paper which is specifically designed for this

Colour absorption in the paper cross section



application and provides brilliant results.

The wide colour gamut and high resolution of the 87g coated paper enable accurate reproduction of colour specifications. The re-



The color space from the printer-paper combination (red) should be larger than the reference color space (blue), here Impika IGen with Mitsubishi Jetscript (red) compared to ISO uncoated (blue)

verse side is offset and flexographic printable, and the high whiteness of the coated face supports best barcode readability. The coated paper is not only deinkable, but also FSC® Mix certified. Optimal folding and finishing quality and the fast drying time of the ink thanks to the ink-receiving layer complete the product, delivering JETSCRIPT ML 9084 to the medium of choice for white space marketing on envelopes.

Mitsubishi is continuously working on the development of papers that meet the demands of tomorrow. To learn more about Mitsubishi HiTec Paper Europe and experience the full range of products for commercial inkjet printing and a variety of applications such as direct mail & envelopes, transaction & transpromo, labelling and book printing, visit www.mitsubishi-paper.com, the site of Mitsubishi Paper.