

## FOR IMMEDIATE RELEASE

### Five Presentation Folder Trends to Look Out For in 2013

**Eco-friendly options, new shapes and designs, and digital-age folders will be popular**

**Keego Harbor, MI - January 16th, 2013**— Company Folders

(<http://www.companyfolders.com>), a custom presentation folder printer, has announced its list of expected trends in the folder and printing industry for 2013.

The evolution of printing technology, coupled with the increased focus on sustainable and eco-friendly business practices, has shaped the landscape of the print industry. Based on over a decade of industry experience printing millions of folders for thousands of clients, some of the top developments set to affect the way print materials are designed and utilized include:

1. **More eco-friendly options** – The printing industry now offers more eco-friendly practices and products, including stocks made from recycled materials (used in an estimated 70 percent of all direct mail media) and organic, vegetable-based inks, which produce more vibrant results than harmful inks. Some printers use other eco-friendly processes such as using stocks from paper mills that employ reforestation practices or performing multiple spot-checks at every printing stage to avoid the need for reruns.
2. **Using shape to engage audiences** – The use of custom die cut plates and unique folder shapes continues to grow, enabling customers to represent their brands in new ways. Popular die cut methods include adding windows and media slits, changing the shape of pockets and panels or completely altering the structure of the folder. An unexpected shape catches the eye and creates a unique tactile sensation, encouraging an emotional attachment to the media.
3. **Doing more with less** – Sometimes all it takes is a simple, unique approach to your media: a unique colored stock, interesting die-cut or professional design. Expect lower-cost imprint methods such as foil stamping and embossing to increase in popularity. These techniques can be used for a visually striking effect—or, in the case of blind embossing, a look that's both subtle and eco-friendly.
4. **Maintaining consistent branding will be important** – Keeping a consistent brand is important for businesses who want to remain reliable and trustworthy. The custom presentation folder industry will continue to offer options that allow consumers to easily match their company's branding. (For example, printed PMS colors make it easy to match your marketing materials precisely to your brand colors—a benefit that some business owners overlook.)
5. **Folders evolved for the digital age** – CD and DVD slots are an increasingly common feature on many presentation folders, but expect more ways to incorporate advanced digital media into printed materials. Slots for USB thumb drives, for example, will become popular as business owners seek opportunities to include digital files in their physical marketing packages. Consumers may also become more aware of the ability to use digital elements such as QR codes in their printed folder designs.

“Forward-thinking companies are embracing new trends to extend their brands and engage with their employees, partners, customers and prospects,” said Vladimir Gendelman, CEO of Company Folders. “No brand wants to be left behind for not staying up to date with the evolution of technology and business practices.”

**About Company Folders, Inc.**

Company Folders ([www.companyfolders.com](http://www.companyfolders.com)), an innovative custom folder printer and branding company, offers the industry’s largest selection of folders and style options and excellent service. Founded a decade ago, Keego Harbor, MI-based Company Folders has worked with thousands of small- to mid-sized organizations to create premium quality folders and other print marketing materials that help customers to showcase their brand and stand out among their competition. For more information, please visit

<http://www.companyfolders.com>.

**Media Contact:**

Margaret Bonilla

Birnbach Communications

Phone: (603) 548-0693

Email: [mbonilla@birnbachcom.com](mailto:mbonilla@birnbachcom.com)

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