Print to impress – a case study
CEPI’s 20th anniversary booklet, Special edition

A special gift awaited the attendees of the CEPI Annual Meeting: CEPI’s 20th anniversary booklet ‘Sharing a vision’. This publication was put together by CEPI’s Communications team for the association’s 20th anniversary. Using different printing and cutting techniques, this special edition portrays CEPI’s work in the last 20 years and provides several very interesting lists of facts about the industry. It is a remarkable demonstration of what an amazing marketing medium print is.

The booklet starts with a timeline showcasing milestones in CEPI’s life and an overview of former presidents and managing directors. It includes a photo of events dating back to 1992 when CEPI was first formed. CEPI Directors contributed with articles on their topic of expertise, to outline CEPI’s work and how it has evolved throughout the years.

A lot of thought was put into the book design and print, with special techniques being used to add tactile and emotional value. The cover was printed with laser cutting and presents the anniversary logo in a different dimension, while CEPI enters yet another year of existence. The book contains folded pages (reference to origami technique), while giving the publication the feel of using various types of paper: one section of the book is printed on ‘newspaper-like’ paper and the statistics section is printed on graphic style paper, reminding the reader of the time spent scribbling on paper at school. Printing references were also included, such as the pantone colour reference of the CEPI logo.
The booklet contains a page with an embossed golden tree (left photo), pushed out from the rest of the page to add depth as well as a ‘scratch’n’sniff’ page (photo below) covered with flowers. The readers only have to brush their fingers across it to allow for the fragrance of flowers to escape.

It also shows that print has the ability to connect and provide the reader with space and time. Layar (http://www.layar.com/) and QR codes are spread throughout the pages, rendering print clickable through a new technique called mobile augmented reality. This gives the reader the possibility to surf the net and visit several pages like the statistics graphs, the answers to the quiz, the photo competition pages or videos.

CEPI hopes to have added a beautiful case study with this publication capturing the readers’ mind. It definitely proves one thing: Paper - an ever so traditional and simple medium, has the power to touch.

A special thank you to UPM for supplying the paper used in the booklet.
UPM Finesse silk 300g (cover)
UPM Finesse silk 150g (inside)