

Led copy strategy for Depot's Content Management initiative. Goal: write copy 1x; edit/repurpose many times across customer touchpoints (retail signs, fact tags, advertising; web, catalogs, broadcast.) Customers enjoy more accuracy, consistency. Depot wastes fewer resources "reinventing the wheel". Our database included: benefit & feature selling copy for 15,000 SKUs; a library of tips (shown below) to help customers make quicker, better buying decisions across 35 different categories; and marketing differentiators to tout Private brand and key services.

right paper for best results

What are you printing?



Everyday copies?
Use standard 20 lb copy paper

- Good value
- Works great in most copy machines



A mix of copies, faxes, invoices?
Switch to multipurpose paper

- Better quality results for multiple uses and machines
- Brighter and smoother than ordinary copy paper



Documents that must impress?
Step up to inkjet or laser paper

- Documents will look and feel more impressive
- Brighter and heavier than regular multipurpose paper
- Surfaces are specially formulated to maximize your printer's performance



Color charts or presentations?
Use color inkjet or color laser paper

- This brighter white paper makes colorful charts and graphics look their absolute best
- Heavier weight to reduce color "bleed-through"
- Brighter to print sharper, more defined color images than regular inkjet or laser papers



Digital photographs?
Choose photo paper

- Gives professional "photo lab" look
- Typically smear-proof, water and fade resistant for long-lasting photos
- The higher the mil, the thicker the paper
- Sturdier and more durable for albums and frequent handling



Want Earth-friendly choices?
Choose recycled paper products

- Equal in quality and brightness to virgin paper
- Look for products with a postconsumer content of 30% or more

Features that make a big difference!



20 Weight

Heavier weight feels more substantial with less "see-through" on the other side.
Standard Weight—20 lb



87 Brightness

The higher the brightness, the more your printing stands out.
Standard Brightness—84-86
• Everyday black and white copies

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MEGAPIXELS



For photos on-screen or small prints?

Choose **ENTRY-LEVEL**

Easiest for beginners to use

- Great for on screen viewing or in prints up to 5" x 7" size, on average
- Great for emailing multiple pictures

3-4
MEGAPIXELS



For photos in albums or frames?

Choose **MID-RANGE**

Better pictures and more features

- Best choice for general/family use
- Great for enlargements up to 8" x 10"
- May include extras like additional focus and exposure settings, and external battery chargers

4+
MEGAPIXELS



For photos in business brochures or portfolios?

Choose **ADVANCED-RANGE**

Top-quality professional results

- Best resolution; sharp, clear detail on prints up to 11" x 14" or larger
- More freedom to crop and enlarge while still ensuring print clarity

MORE MEGAPIXELS = BETTER PHOTO RESOLUTION!

PHOTO SIZE	WEB, 3x7 prints	8x10 prints	11x14 prints	LARGE prints
2 megapixels	5			

Features that make a big difference!

Megapixels

#1 feature: the more megapixels, the better the photo resolution at bigger print sizes

- Pictures shot at lower resolution miss details that can't be restored later
- Less obsolescence: higher megapixels keep better pace with future needs

Memory

Like "reusable film." The more memory, the more pictures you can take and store at once

- Cameras come with 8-16 MB of memory (8-36 good quality shots)
- Extra memory reduces need to delete photos, swap cards, or transfer files

Camera size and weight:

Size may be more important than features if you travel often

- Some fit in a backpack (1-2 lbs); others a shirt pocket (a few ounces)
- Memory card, battery type, and lens all affect size. (Better lenses weigh more)

Special features you may need

- Optical Zoom: Captures close-ups of distant subjects. Superior to digital zoom
- Nighttime Mode: for night shooting
- Continuous Shooting: for fast-moving sports or wildlife shots
- LCD Screen: view photos before taking
- Multiple Shooting Modes: make it easy to frame special shots