

The Printing Concepts Open House was a huge success.
Part of that success lies in the invitation and the expectations from our guests. Here's what we did for the invitation:

3 Accent Opaque 120# Smooth Cover.
This paper gives the invitation more presence. When people hold the invitation, they can feel the thickness and weight of the paper.

4 QR code for your mobile map app.
Scan the QR code to map our office location. We created a QR code that when scanned, would automatically open up your mobile map app, allowing you to find our office from your current location.

5 65% people RSVP'd using their mobile device.
We provided four unique ways to RSVP.
1. Respond online through a specific website
2. Scan the QR code to visit a mobile friendly form.
3. Return the card in the enclosed envelope
4. Call or email Printing Concepts to RSVP.

1 Die-cut the word "OPEN".
Die-cut on our ESKO digital die-cutter, this element immediately sparks curiosity and excitement. We wanted our invitation to say, "we look forward to amazing you."

2 Single color over a vibrant CMYK interior.
A monochromatic front cover contrasts an interior with full color ink coverage produced with our HP Indigo digital press. Printing brilliant colors on our digital press opens up more possibilities to produce projects quickly and in smaller quantities.



135 Number of guests that attended the Open House
65 Percentage of guests that RSVP'd on a mobile device.
300 Amount of people that scanned the QR Code on our Save The Date card. (not shown)

6 Geocoded personalized map
Personalized invitations with geocoded map data allows for a more personal feel and better attendance. Having a personalized map with the distance and estimated time allowed for easier planning by the guests, especially when they came from out of town.

*For more information about creating custom die-cut projects or for general inquiries: Call Mike Martin at 814-833-8080 or visit printingconceptsonline.com