



## Color Makes an Envelope Shout "Open Me!"

As human beings, we are naturally drawn to color. When most mailings are in black-and-white, doing something as simple as adding color to the outside of your envelopes can make your envelope scream, "Open me!"

An early mail openability study conducted by NFO/Pitney Bowes found that mail recipients were more likely to open an envelope if it contained a teaser, especially a teaser printed in red.<sup>1</sup> The value of color was reinforced by a later Leflein Associates study, which found that 69% of people are more likely to open a mail piece with color text and graphics on the front than they are when the envelope is plain.<sup>2</sup>

Because adding color makes it more likely that recipients will open the envelope, making this investment for your next campaign can significantly boost your ROI.

Here are six places you can add color to your envelopes if you're not already doing so:

- Add your company logo
- Use four-color marketing images
- Test bright banners and borders
- Play with fun, colorful backgrounds
- Add colorful indicia
- Test outlines of the state in which they live
- Use color everywhere—try a colored envelope itself!

When was the last time you added color to the outside of your envelopes? If the answer is not in a long time (or never), what are you waiting for? Let us help!

<sup>1</sup>[Source](#) <sup>2</sup>[Source](#)

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