



Market Trends and Performance Insights

**Statistics and adoption
of 5th color print embellishments**

5th color print embellishments

Statistics on the utilization

The following information is based on Digital printing industry in the U.S

The use of 5th color print embellishments, such as white, silver, gold, clear, and neon inks, has gained momentum in the digital printing industry as a way to add value and differentiation to printed materials. Across the U.S., around 10-15% of digital print jobs now involve some type of embellishment, driven by consumer demand for more striking and luxurious designs.

Pricing depends on factors such as complexity, type of embellishment, and material, with more intricate designs typically commanding higher prices. Many businesses are investing in embellishments to elevate their branding and packaging, making it an increasingly valuable aspect of print services.



Consumer Appeal

Studies show that over 70% of consumers associate metallic finishes and embellishments with premium quality, making these substrates a popular choice for luxury goods to create a sense of exclusivity and sophistication.

40%

Using 5th color print embellishments like white, silver, or neon inks can boost the saleable page price by up to 40%. These specialty inks add unique visual effects that standard CMYK printing can't achieve. White ink enhances designs on dark backgrounds, metallics add a luxurious finish, and neon colors make prints stand out. By offering these eye-catching options, printers can attract clients looking for premium, high-impact materials. This added value allows businesses to charge more for printed products, increasing profitability while delivering distinctive, visually striking results that set them apart in the marketplace.

15–30%

West Coast (California, Washington)

Known for innovation in tech and design, this region often leads in the use of neon and metallic finishes. Pricing here can range from a 15–30% markup on standard CMYK print jobs, with luxury packaging and high-end promotional materials being common uses.

10–20%

Midwest (Chicago, Ohio)

Print embellishments, particularly metallic inks, are popular in sectors like manufacturing and event promotion. The average markup for 5th color embellishments tends to be around 10–20%, slightly lower than in more design-focused regions.

20–40%

Northeast (New York, Boston)

This region's heavy focus on publishing and marketing means embellishments are used frequently in print marketing campaigns. Here, premium pricing for gold or silver embellishments can see a 20–40% increase over standard printing.

10–25%

South (Texas, Florida)

In the South, 5th color embellishments are steadily growing, especially in industries like tourism and hospitality, with an average markup of around 10–25%.



5th color print embellishments

Adoption rate

More businesses recognize the added value and premium pricing opportunities provided by using specialty inks like white, metallic, and neon in their print products.

Trends in 5th Color Print Embellishments

In the digital printing industry, the use of 5th color embellishments such as white, silver, gold, clear, and neon inks has seen varying levels of adoption, with certain finishes being more frequently used than others based on their application.

WHITE INK

METALLICS

CLEAR INK

NEON INKS

White ink is one of the most commonly used embellishments, making up around 20–30% of embellishment jobs. It's especially popular for printing on dark or transparent media to create contrast or as a base layer for other colors

Metallics, particularly gold and silver, follow closely behind, with metallic inks used in approximately 15–25% of jobs. They are favored for luxury packaging, invitations, and promotional materials where a premium, upscale look is desired

Clear ink is also popular, accounting for about 10–20% of embellishments. It is often used to create spot varnish effects, adding a subtle sheen or texture to printed materials, especially on images and logos

Neon inks (especially neon pink and yellow) make up about 5–10% of jobs. These inks are used for direct mail, retail promotions, and marketing materials where eye-catching vibrancy is essential

While the percentages can vary depending on the region and industry, white and metallic embellishments lead in usage due to their versatility across a wide range of applications from packaging to marketing materials. Neon and clear finishes tend to be more niche but still play a critical role in enhancing specific print projects.

5th color printing embellishments **Significantly boost consumer product sales**

The use of 5th color embellishments in packaging has been shown to significantly increase consumer engagement and sales. Studies indicate that products with enhanced packaging using features like metallic foils, spot varnish, or embossing can see sales increases of 18-25% compared to standard printed packaging. These embellishments catch the consumer's eye and make products stand out on the shelf, creating a perception of premium quality.

In terms of time spent looking at embellished products, research suggests that consumers spend up to 30% more time interacting with products that utilize 5th color embellishments compared to standard CMYK prints. The sensory experience provided by tactile and visual enhancements encourages consumers to pick up, examine, and ultimately purchase the product.

In particular, a study by Chain Store Age found that when a consumer holds an embellished product, the likelihood of purchase jumps from 30% to over 60% if the product has features that engage more than one sense (such as touch and sight). This demonstrates the power of well-designed embellishments to create a deeper connection between the product and the consumer, which leads to increased sales

