

5th COLOR EMBELLISHMENTS

Proven Strategies to Upsell Clients on
Premium Printing



Value

Understand the Unique Value of 5th Color Embellishments

Sales professionals need to grasp the significant benefits of 5th color embellishments to articulate their value to clients. While standard CMYK printing (Cyan, Magenta, Yellow, and Black) is suitable for most print jobs, adding a 5th color embellishment like metallics, white, neon, or clear inks offers a higher level of visual and tactile appeal. These embellishments create a premium look that can make a product stand out in competitive markets.



Luxury and differentiation

Emphasize how 5th color embellishments like gold, silver, or clear varnishes give a sense of exclusivity, helping products stand out on retail shelves.



Enhanced store and shelf appeal

Consumers are drawn to products that have a tactile or visually striking finish, leading to a more positive impression and increased sales.



Increased consumer engagement

According to studies, consumers spend up to 30% more time looking at and handling products with embellishments

Sales professionals must focus on the value, differentiation, and tangible business benefits that 5th color embellishments offer. With a clear understanding of how these embellishments increase product visibility, sales, and consumer engagement, they can effectively communicate their advantages over standard CMYK printing.

Benefits

Highlight the Tangible Business Benefits

When selling 5th color embellishments, sales professionals should focus on the return on response (ROR) these effects can deliver for businesses. Showcasing real-world success stories can help convince potential clients.

Sales boost

Products with 5th color embellishments have been reported to experience an 18-25% increase in sales due to improved customer engagement and perceived value.

Luxury perception

Embellished products are often viewed as higher quality, leading to a 60% higher likelihood of purchase when consumers physically engage with the product.

Costs

Discuss Cost vs. Value

Clients may initially hesitate due to perceived higher costs. It is essential to explain that while 5th color embellishments may have higher upfront costs, the value in terms of enhanced consumer engagement and increased sales outweighs these costs.



Short-run and variable data options

Modern digital printing allows for affordable short-run production with embellishments, making it accessible for personalized items

Higher perceived value

The premium look and feel can justify higher pricing on the client's products, potentially increasing profit margins

Messaging

Tailor the Message to the Client's Industry

Different industries benefit from 5th color embellishments in unique ways. Salespeople should customize their pitch depending on the client's market.

MARKET OPPORTUNITIES



Retail and Packaging

In retail packaging, embellishments can differentiate products in highly competitive sectors like cosmetics, beverages, and luxury goods. This creates a premium, eye-catching product on the shelf



Marketing Materials

For clients in marketing, 5th color embellishments can make brochures, business cards, and event materials more memorable by incorporating tactile elements like spot varnishes and metallic foils



Events and Invitations

High-end events or wedding invitations benefit from metallic or embossing effects that elevate the occasion's prestige

Samples



Seeing is believing!

Nothing communicates the value of 5th color embellishments better than seeing and touching. Sales professionals should have printed samples that showcase the difference between standard CMYK prints and those enhanced with 5th color embellishments. This physical demonstration will allow clients to experience first hand the added value these embellishments bring.

Overcome Common Objections

Address common client objections with confidence:



It's too expensive!

Explain that embellishments are now available through digital printing, making them more affordable than ever. Highlight the potential for increased sales and product differentiation



We don't need embellishments!

Remind clients that in highly competitive markets, standing out visually can be the difference between making a sale and being overlooked

Convey the Emotional Impact

Lastly, emphasize the emotional response that embellishments create. The tactile feel, shimmering metallics, or bold neon colors can evoke feelings of luxury, excitement, and intrigue, which directly influence purchase decisions.