

Fewer Words, More Color

The demand for color laser printing continues to grow. This is no surprise, given that the world has been so black and white for the past few years. But now we're finally starting to see some color. Color creates impactful statements, breaking up the dull uniformity of black-and-white text for a more engaging and memorable reading experience for your customers. Gone are the days of people having the luxury of time or patience to read long-form black-and-white articles.

Imagine education is a target vertical for your business. In this case, color plays a significant role as it can serve as a visual aid and improve student engagement and retention more than black-and-white handouts. Color supports creativity and innovation, and offers a better learning experience.

As a channel, you have survived the highs and lows in the industry and are used to going the extra mile for customers and distributors to keep up with changing demands and expectations. As the markets stabilize, it is time to put the

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pieces of the puzzle back together. There is no one solution or an easy fix, so stay agile, have a growth mindset and recognize the product features that meet the needs of today's users. Don't let your web fall apart. The printing industry is bright (and colorful), so what do you say? Are you ready to thrive? ■

Caty Di Maggio has more than 25 years of experience in sales and marketing for the consumer and technology industries. As vice president of commercial sales at Brother, she oversees a group of more than 60 salespeople responsible for supporting distributors and channel partners, including VARs/SIs, DMRs and dealers. Di Maggio joined Brother in January 2018 as regional vice president of Latin America sales and marketing. She assumed her current position in April 2022. Di Maggio can be reached at caty.dimaggio@brother.com. Visit www.brother-usa.com.



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