

**The Castle Press**

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Megan Long  
831 Sapphire Court  
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Dear Megan,

**Jazz it up! See what a difference paper makes.**

**Hit a high note with your clients!**

Grab every cat's attention with some dazzling colors. With color paper singing vibrantly as your soprano, you can ditch that white paper who can only whisper tunes hardly heard and soon forgotten. By throwing a spotlight on your printed piece, it can scream pizzazz and get you noticed. Opposed to ordinary white paper, color paper increases response rates dramatically. As your color papers hit the high notes, you'll be sure to make yourself heard.

**Make your paper perform.**

Make your print piece convey what you want it to convey. Color, like jazz, invokes a variety of emotions, whether it's an upbeat groove or smooth rhythm and blues. You decide how to make your paper perform. Blue resonates confidence, yellow sparks the imagination, and orange is hot. So knock 'em out with something bold! Remember the right color paper is a unique musician who transforms a beat into a number one hit! Next thing you know, they'll be singing your tune.

**Liven things up and let the colors inspire you.**

Color papers allow endless possibilities for creative designs. Improv a little by complementing your color paper with die cuts, embossing, or foil stamping. From brilliant hues and cool shades to versatile textures, color papers provide the perfect rhythm and tempo to drop some vibe in the mix.

Ingrid Steiner  
(310) 824-5201

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(626) 798-0858

P.S. We included a complimentary Wasau Papers Chip Chart for you to see what a difference paper makes. Turn your print piece into the talk of the town and all the cats will be discussing what's up with all that jazz.