

COLOUR THAT STANDS THE TEST OF TIME



To mark International Colour Day on March 21, we're celebrating all things colour and the difference that it makes to businesses everyday. Not only does it look good, it's proved that printing in colour provides many more benefits to businesses

International Colour Day

21 March 2018

Ease of Access

25%

A Brother experiment, conducted by psychologist Dr Richard Wiseman, split participants into two competing groups for a difficult task. Despite having the same challenge and material, the group with colour documents found it 25% easier to extract important information compared to participants that had information printed in mono.

Signalling Importance

28%

One group had colour documents, the other, black and white. Significantly, the colour documents were deemed 28% more eye-catching, indicating their importance to the task.

Colour of Happiness

18%

Participants found colour documents 18% more pleasant to work with. It also makes people feel more valued, and their work more appreciated

Colour Shows Care

28%

Participants believed more care had gone into preparing the materials, making them more visually appealing and interesting to read.

Colour makes business brighter and is essential for a happy and valued workforce, not only increasing productivity but creating the right mood in the workplace.

Our experiment proves that colour really does stand the test of time.

Watch our short film summarising the experiment here

Adding a touch of colour to your business

Find out how Brother can inject colour into your business through our range of laser, inkjet and label printers.

Visit www.brother.is for more information