

CD●ARCHIVE

CDR – The File Vehicle For Today

The recordable compact disc (CDR) is universal. Computers both old and new, MAC or PC can read it. While CDs have turned into DVDs and DVDs into Blue Ray, there is still a long future for CDs as inventive companies continue to increase disc storage capacity. Future devices will be able to read legacy discs. A CDR is the data storage device of choice as well as the most cost efficient data transmission device available today. The USB flash drive is an attractive alternative, but it allows data to be accidentally erased. A USB is also significantly higher in cost.

Ecologically Outstanding

A CD is truly a friend of the environment in so many positive ways. Paramount is the



fact that one CD can hold more than a full tree's worth of paper. Were documents turned into PDFs and stored on

a CD, it would save paper and a significant amount of toner. It cuts down the need for file cabinets and space. The manufacturing of a CD has a very low carbon footprint in comparison to other vehicles, such as paper, used for data storage. Think about how many file cabinets it takes to store a tree worth of paper. A CD is made of plastic, but it is small, it takes a limited amount of space and can be recycled at the end of its long life. Storing seven years worth of tax returns and papers can fill a desk drawer, while seven CDs take up a little more space than a moon pie.

MasterPieceDisc™ CDRs

It is the ability to decorate the face, or surface of the CDR, that makes MasterPieceDisc™ (MPD) so very special. The detail is brilliant. The resolution and colors are amazing. The patented thermal process bonds the hard fire image directly to the surface of the disc. It is a step beyond traditional silk screening and litho techniques. MasterPieceDisc™ is only the decorating process, while Philips™ brand CDRs are the base product that is decorated. Philips™ invented the CD and the integrity of their discs is the highest.



“bootleg” product. There is always product on the internet where rights and royalties are not honored. Every CD manufacturer must pay a royalty but, buyer beware, many do not. Imagine a law firm using pirated product to save a few pennies. MPD means Philips™ brand discs.

Low Minimums

It is not realistic to silk screen a CD in 5 colors if the quantity is below 1,000. The set up time and silk screen costs make it just about prohibitive. However, the minimum run for a MasterPieceDisc™ could be just one, as it is when variable data is applied to the disc in production. The MPD process also has lowered the set up costs to approximately \$50 for full color instead of a cost per screen of \$50.

Drag & Burn

Recordable CDRs are universal. Virtually every computer has a CD burner and software. Users quickly learn how to burn a CD. It is simple. Burners are built into laptops, MACs and PCs.

That means better data storage and less failure when burned. Using Philips™ brand also means it is a legal disc, not a

When placed into the computer and reviewed with “Explorer” you would see a list of the files. CD●Archive™ is the next step in building a brand or a business image on the disc to be given to a client, referring physician or opposing counsel. Instead of opening to a sterile list, it opens to a welcome page, similar to a home page on an internet site. This welcome page is called a splash page. The page can have colorful logos, images of a business, people, product and places. On the splash page are buttons or hyper links. The user puts the mouse over the button, clicks, and they are taken to a website, an e-mail form, or the specific file that was put on the disc just for them. This unique file is burned onto the CD by the accountant, lawyer, etc. but the splash page is already there. The accountant simply needs to drag, drop and burn the CD with the client records -- it is fast and easy.

Image Is Everything

Professional practices and services are often more subtle in their advertising and promotion. In the world of marketing they do not traditionally spend much on media advertising. Perhaps the only tangible item received after an MRI or scan is a CDR. The tangible output an accountant provides, along with a bill, is a copy of the tax return, but not in a designer bag. The lawyer sends a brief, files or depositions, but does not place it in a gift box or fancy container. So, the image on

the compact disc is critical to marketing. It is branding, advertising and promotion. It is a reflection of the company image. CD●Archive™ splash pages are a continued extension of the brand and image but, beneath the surface, is an introduction to the file that is being sent and stored. It is a subtle statement about image and professionalism.



One of many stock welcome/splash page designs

CD●Archive™

To understand what a CD●Archive™ is, simply imagine a CD that has a dozen files burned onto it. It could be title papers for land, or a deposition for a law firm, radiology results or income tax.

Duplication & Replication

When 100 or more discs are needed with data, clients often turn to Soundline to provide the MasterPieceDisc™, but loaded with client's data.

Decorating The CDR Is Expensive

The retail shelves are filled with CDRs averaging .30 - .40 per unit. The base discs are, most often, branded with the store or manufacturer's logo. That's good for the store or manufacturer, but not good for the business that is using them. The solution is often a self adhesive label that can be printed on an inkjet printer. The label is about .25 cents. A simple calculation of the label cost, the applicator cost, the toner cost (toner can print about 80 full coverage sheets), plus the labor cost and the waste, shows a bottom line of about \$1.25+. Add to that the time it takes to do it all and it is pricey. MasterPiece-Disc™ can save money. Many businesses use inkjet printable CDRs. Doing the math on this process may shock some. The time is long and the toner and base CD expensive. It is very costly and, when the quality of both processes is compared, inkjet simply does not measure up to MasterPieceDisc™.



Neato Labels sold at retail

Never Put Adhesive On A CD

Perhaps that is too severe of a warning, but there is a reason beyond how it looks. Adhesive labels, like all paper, will dry in time and can crack and peel as well as decay and cause dust. Dust settles on the laser lens of the CD reader in the computer and causes problems. So, time is the enemy of adhesive labels and, if files are meant to last, labels are not the best bet.

Packaging

Like most important documents, it is a best practice to protect a CDR in an envelope or other external packaging. CDRs need only simple solutions, but creative packaging further extends a brand image and that, in turn, brings new business.



The Finishing Touch

All that is needed to complete the disc is a marker to write the name of a client and the file. However, for approximately \$100, a thermal printing machine is available that can simply write on the surface of the pre-printed CDR. The printer has easy to install software for any computer. Pop open a screen, position the guidelines on the CDR, type and print. It is the utmost in professional image and efficiency, still significantly less than print and home grown CDRs using labels and other decorating technologies.



U-Print thermal desktop printer.

Why You Shouldn't Send Important Documents As A PDF

The Internet Isn't Secure

Not only can an e-mail of confidential data get lost, but it can get stolen as well. While there are all sorts of ways to protect important information including pipelines, lock boxes and encryption, the simple fact is, a lot of important data does not belong on the net.

Corruption

Yes, data does get corrupted in the uploading, transmission and downloading stage. Most often, everything is fine, but there is always that chance. Unless the recipient opens and examines the file immediately, they may never know the data is corrupt or the file is wrong. Imagine a will, a closing document, taxes or title papers sent in a corrupt PDF file. If it were opened a decade later and the file problem found, it could cause huge problems and they may well be irreversible.

Honey, Where Did I Leave My File?

A file left on a computer that is not backed up on some external device is in danger, big danger. People change computers, people archive files for efficient storage and computers crash. If a person kept a legal, financial or medical file on a computer that crashed, the file is probably gone forever, or the expert brought in to reconstruct the file would be very, very costly.

The Inconvenient Truth

A lawyer, a title company, an accountant or any other professional company needing to transmit files to a client has not completed the job by sending a PDF. Beyond the reasons previously cited, sending a PDF only shifts the burden from the service provider to the client. If the client must print paper copies of a document, it is simply an incomplete job that inconveniences the client by shifting the print, bind and store burden. Even if the client were to burn a CD upon receipt, it simply transfers the burden. In an age where service and the customer experience are more vital than ever, should clients, in effect, "bag their own groceries"?

Selling Skills

Most professional practices that provide information to clients or other businesses are great prospects.

Using CDRs makes their data storage and transmission faster, cheaper, better and more secure. Best prospects include: Radiology for digital tests, Legal for depositions, transcripts, contracts, etc., Architecture for blue prints, designs and files, Financial Services for taxes, quarterly reports and statements, Bank for statements, loans and general files, Title companies for title papers, Mortgage Companies for mortgage papers, HR directors for employee manuals.

How To Present

The CDR is more of an office supply than a promotional product. It may be something a prospect is already using. The first question is ... are you currently using recordable CDRs to store and transmit files both within your office and to clients? A "no" means explaining the benefits in terms of price, speed



MPD robotic decorating

and labor savings. A positive answer means determining what they are using, the cost of that product and matching it to the MPD and CD*Archive program. Using a custom branded CDR is

akin to a Post

It Note. You can

buy them retail but a branded pad for a few pennies more makes that scrap of paper a marketing vehicle.