In a recent study of small businesses conducted by International Communications Research and Xerox, an overwhelming majority of respondents embrace the benefits of color. U.S.-based small businesses surveyed agreed that color does in fact have a positive effect on their business. The findings show that small business owners/managers believe that color documents have a strong ability to attract new customers, make companies appear larger, gain a competitive edge, increase memory retention and enhance creativity.

92% Believe color presents an image of impressive quality
90% Feel color can assist in attracting new customers
90% Believe customers remember presentations and documents better when color is used
84% Think greater consideration is given to color documents
83% Believe color makes them appear more successful
83% Feel color capabilities enhances employee creativity
61% Think color gives them a competitive edge
78% Report that color documents are easier to understand
76% Believe that the use of color makes their business appear larger to clients

A total of 75% of companies with in-house color capabilities would view the lack of this ability as an inconvenience.