PRINTSHOP MAIL SUITE

TRANSFORM GENERIC DOCUMENTS INTO STRONGER MARKETING MATERIAL WITH THE POWER OF PERSONALIZATION

In an ever changing environment, marketing professionals and business managers are always trying to find ways to capture new customers.

Every organization creates and distributes marketing communications to promote products and services. And every promotional communication is an opportunity for new business. Whether your organization is sending out flyers, postcards or brochures to promote products or services, it is essential to differentiate those communications from those of your competition. That's where personalization comes in!

EASILY CREATE, PRODUCE AND DISTRIBUTE PERSONALIZED 1:1 COMMUNICATIONS

PrintShop Mail Suite works in any business environment and is offered as a modular solution with a desktop edition for producing one-off pieces and an optional multi-user version with web-to-print capabilities for managing and producing ongoing and repetitive communications.

What is personalization?

The essence of personalization is making the most of the data you have on your customers to create highly personalized communications that will trigger their interest, increasing response rates and revenues. The right solution will allow you to maximize your campaign's ROI with a personalized approach, easily and quickly.

What's in it for you?

Competitive differentiation

Faster time to market

Higher response rates

New ways to generate revenues

Greater productivity

Reduced costs

From simple mail merge to highly personalized pieces, the benefits are significant:

25% Order Value Increase

32% Revenue / Profit Increase

34% Average Response Rate Increase

5% Faster Response Time

48% Repeat Orders / Retention Increase

With an intuitive interface, advanced color management tools for a perfect match every time and a wide array of features for document composition and web-to-print, PrintShop Mail Suite is the ideal promotional variable data printing solution for beginners and professionals!
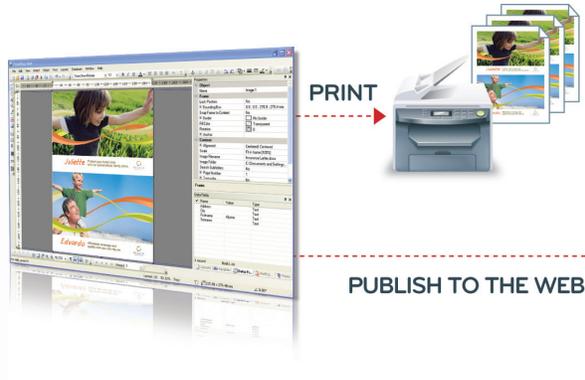
PRINTSHOP MAIL SUITE

BUILD YOUR OWN SOLUTION!

PRINTSHOP MAIL DESIGN

Document creation and printing

Easily produce personalized documents, without any graphic design expertise. Simply import a pre-designed document, drag and drop the variable fields directly from a database and print the desired amount of records.

PRINT

PUBLISH TO THE WEB

PrintShop Mail Design is the perfect application in commercial print environments allowing print operators to overlay data on customer's designs and specify device-specific settings. In a business environment, PrintShop Mail Design allows users to easily produce variable pieces, without any graphic design expertise and brings efficiency by reducing bandwidth and optimizing production time.

KEY FEATURES:

Document Design, production and finishing

- Support of EPS and PDF files as layouts and any database formats, including Office 2007 files.
- Wizard for creating expressions and business rules.
- Instant preview and warning display for verification and error prevention before printing.
- Free barcode library and support of Unicode and Double-Byte characters
- Page picking per record in multi-page design
- Serialization and crash numbering
- Layout repetition and multi-up printing
- Paper tray selection and subset finishing
- Output options: PostScript, Windows and PDF

PRINTSHOP MAIL WEB

Modification and online ordering

Offer users the capability of personalizing a template document for their needs. They can customize the template with images and text and once the document is ready, they simply validate and pre-flight their print run and initiate the ordering process.

PrintShop Mail Web is the ideal solution for any business selling commercial print services or organizations with remote workers or offices – typically retail outlets, franchises and dealerships. It can be used as a solution where geographically dispersed users can select, customize, preview, and order promotional documents from a central print location.

KEY FEATURES:

Multi-user and Web-to-print

- Offers multi-user access to PrintShop Mail Design
- Support for static or fully personalized print runs
- Easy image and database upload and form filling
- Instant preview and validation of print run
- Multi-lingual interface based on users preferences
- Intuitive and branded interface
- Configuration of user access and permissions for greater control over documents and ordering process
- XML integration
- Optional B2C and Payment Module for online payment
- Flexible pricing architecture and support of print quotes

PRINTSHOP MAIL SUITE APPLICATIONS

- Business cards
- Personalized marketing collaterals
- Customized letterheads / stationeries
- Personalized postcards, calendars
- Customized posters (for retail, pubs/catering, cars)
- Other promotional documents; static, versioned or personalized

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