Beyond Printing

PrintShop Mail

Promotional Personalization Printing Software

- Quickly create personalized documents
- Experience fast flexible print production
- Add value to your documents
- Increase mailing response rates

Macintosh® & Windows®

PrintShop Mail

Promotional personalized printing made easy!

PrintShop Mail is a software solution that allows users to create dynamic, database-driven documents quickly and easily. PrintShop Mail allows you to personalize your promotional communications by varying text, graphics, barcodes, or entire layouts based on information found in your database.

Use PrintShop Mail to personalize the look and content of your promotional documents such as advertisements, direct mailing, flyers or any other type of promotional documents and achieve:

Business Applications:

- *Direct Mailings*
- *Newsletters*
- *Postcards*
- *Certificates*
- *Brochures*
- *Business Cards*
- *And so much more!*

- **Faster time to market**
- **More ways to generate revenue**
- **Higher response rates**
- **Higher productivity**
- **Better customer service**
- **More accurate and up to date information**
- **Reduced costs while efficiently targeting your customers**

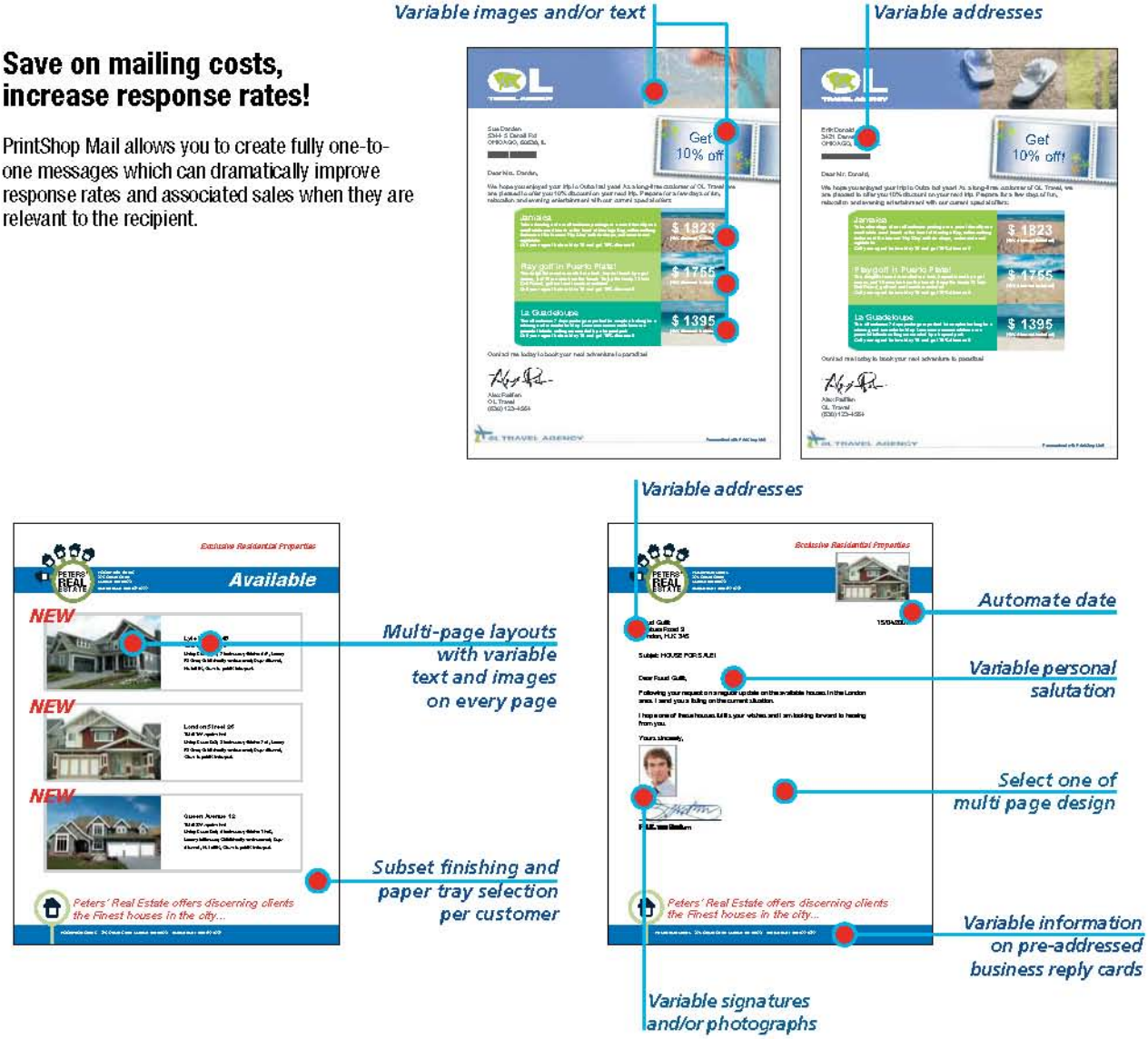
PrintShop Mail makes personalized printing quick and easy!

Any design	Any database	All major RIP technologies
Adobe Illustrator® Adobe InDesign® Adobe PageMaker® Corel® MS Word® QuarkXPress® Etc.	Dbase (.dbf) Delimited ASCII (.txt, .csv) MS FoxPro (.dbf) MS Excel (.xls) MS Access (.mdb) ODBC Support (SQL, etc.) Paradox (.db) XML	Optimized PostScript® Standard PostScript® Creo™ VPS Fiery FreeForm™ I & II PPML PPML/VDX Xerox VIPP™
Create dynamic, database driven documents using an intuitive, drag-and-drop interface. No programming required.	Insert your database field names onto the document layout, add variable text, barcodes, images and or create graphics and choose from a selection of expressions or create new ones yourself.	The document and its link to the database are sent to the printer only once. While printing, the variable data is merged on the fly. This greatly shortens the printing process and decreases your network congestion. PrintShop Mail includes specific print and finishing commands to streamline your print production process.

Catch your readers' attention with a targeted, personalized document!

Save on mailing costs, increase response rates!

PrintShop Mail allows you to create fully one-to-one messages which can dramatically improve response rates and associated sales when they are relevant to the recipient.



Customize your printing for increased efficiency!

PrintShop Mail

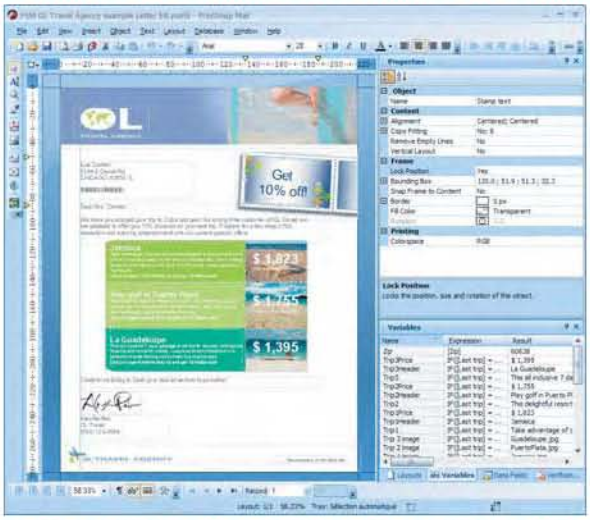
Personalization printing benefits

- Personalized, relevant messages in your print communications increase readers' interests, retention and learning of facts.
- Compared to traditional mass mailings, personalized mailings will multiply response rates and revenue.
- Create a long-term relationship with your clients and increase customer loyalty by personalizing your communications.
- Leverage the real potential of your data by printing variable images and text based upon unique information on each individual recipient.

PrintShop Mail benefits

- **Easy to learn** - Create personalized print jobs immediately.
- **No programming** - The drag-and-drop operation is easy for beginners and professionals and saves you time and money.
- **Application independence** - Use existing design and database applications.
- **No network congestion** - The optimization of PostScript yields an efficient print production stream.
- **Open architecture** - Integrates easily into your existing workflow.
- **Finishing support** - Support for embedded finishing commands to streamline the entire production process.

PrintShop Mail features



DESIGN

- Free designer software
- User Interface adjustable to your needs
- Choose from a selection of expressions or create new ones yourself
- Save your templates for repetitive print jobs
- Instant preview and warning display for verification and error prevention before printing
- Free barcode library
- Unlimited use of variable images, such as photographs, signatures, etc.
- Supports Unicode and Double-Byte characters
- Word wrap and textbox overflow
- Snap frame to content or snap content to frame
- Color picking
- Backward compatibility

PRODUCTION

- Page picking per record in multi-page designs
- Preflight check on variable data
- Serialization and crash numbering
- Layout repetition and multi-up printing, such as label printing
- Print through-the-stack for easy sorting of multi-ups after cutting operation
- Paper tray selection (depending on printer capability)
- Subset finishing (depending on printer capability)

PRINT AUTOMATION

The optional Automated Printing module of PrintShop Mail enables automation of repetitive jobs. PrintShop Mail can be controlled by:

- Command line arguments
- Extended Scripting or DDE
- Hot folders

PrintShop Mail is available for Macintosh® and Windows®
NOTE: Some features may not be included in both Windows and Macintosh versions. Please check before purchasing.

OBJECTIF LUNE

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TODAY!
CALL

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PrintShop Mail
Flexible promotional document design and printing

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