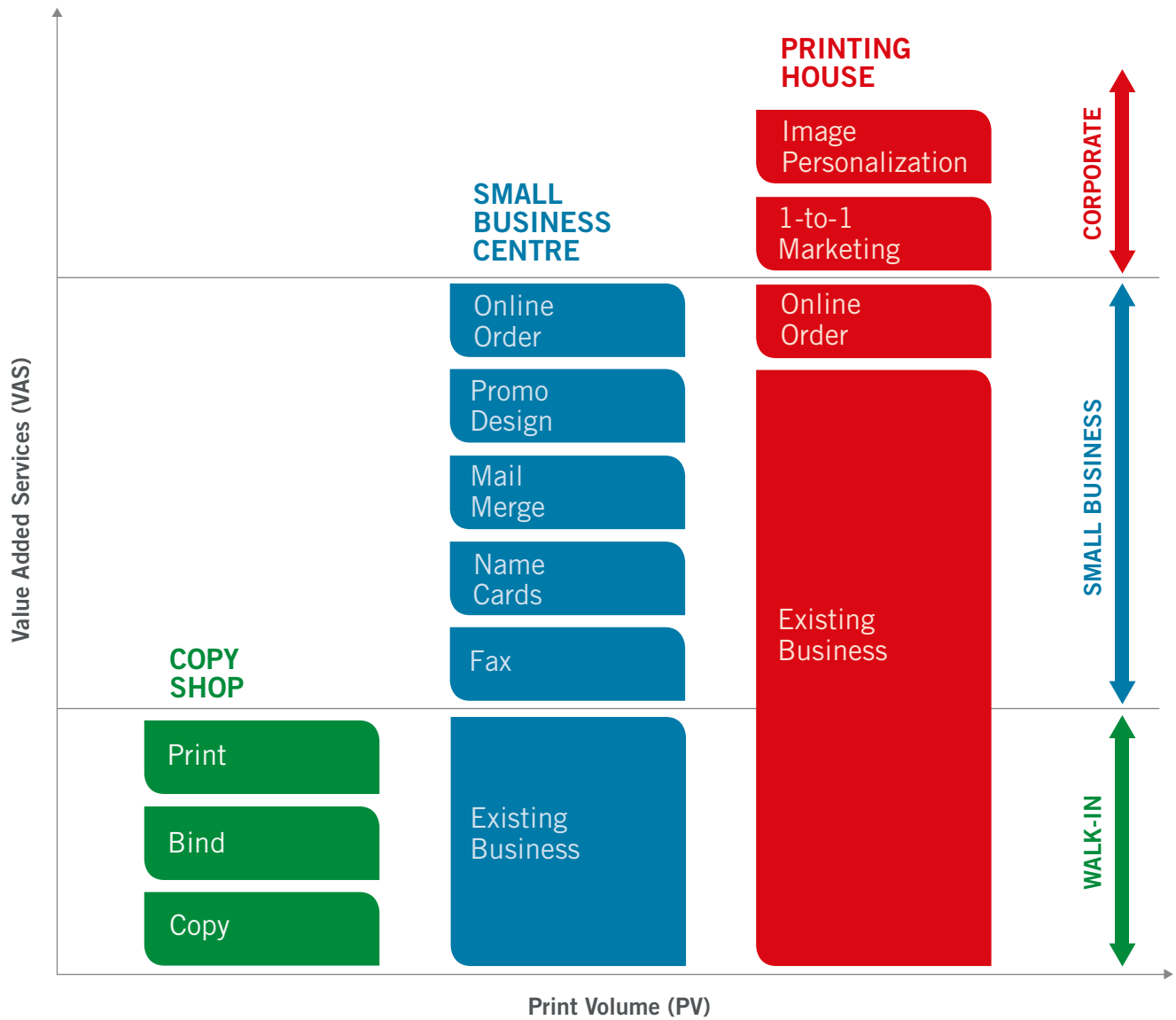




We Can Help You To Move Up The Value Chain

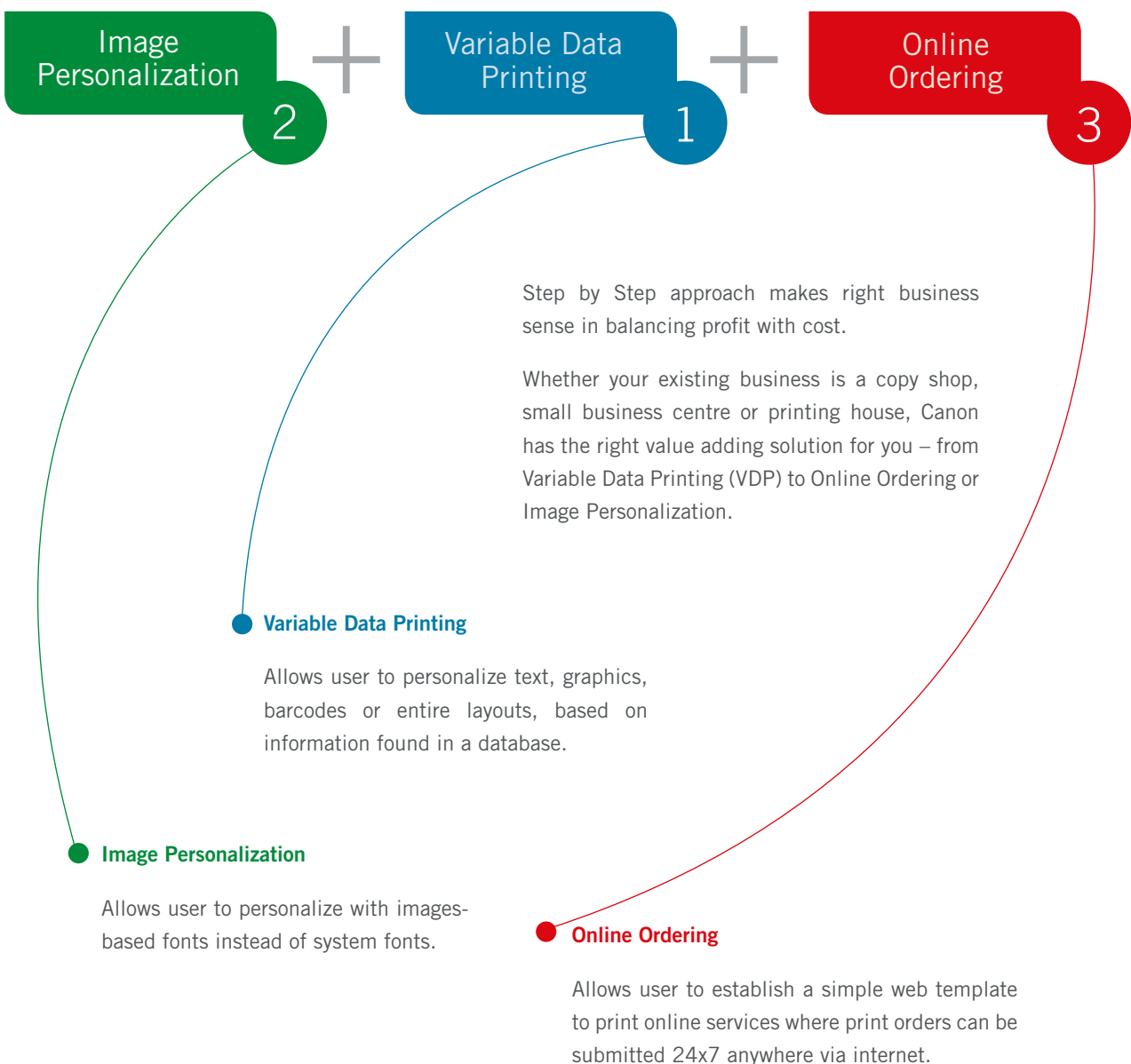
Where are you now?





Run A Profitable Service

Building it up step-by-step with Technologies



1 Discover True Personalization

Personalization Sells

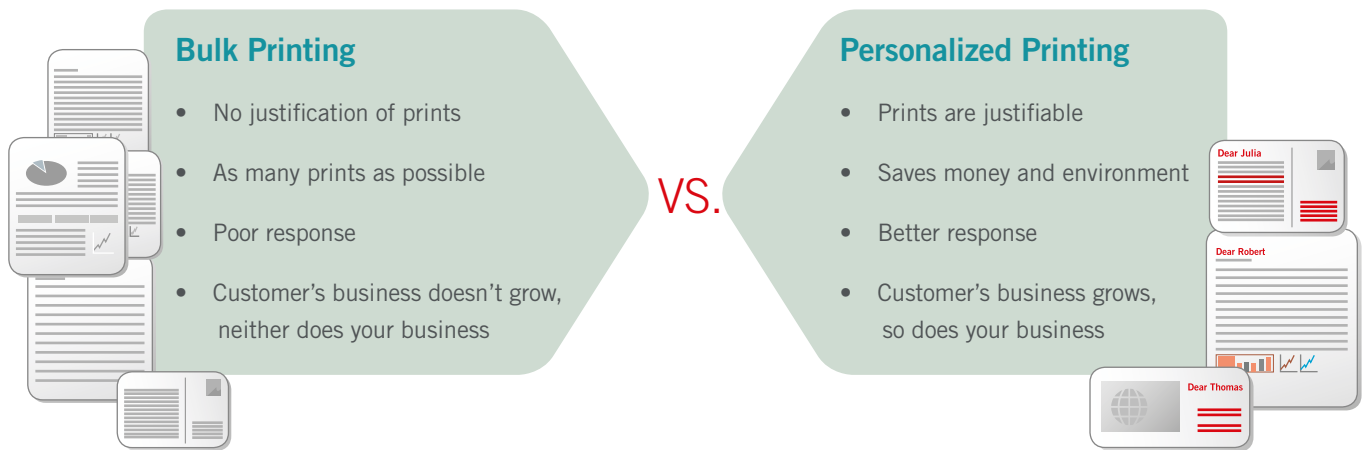
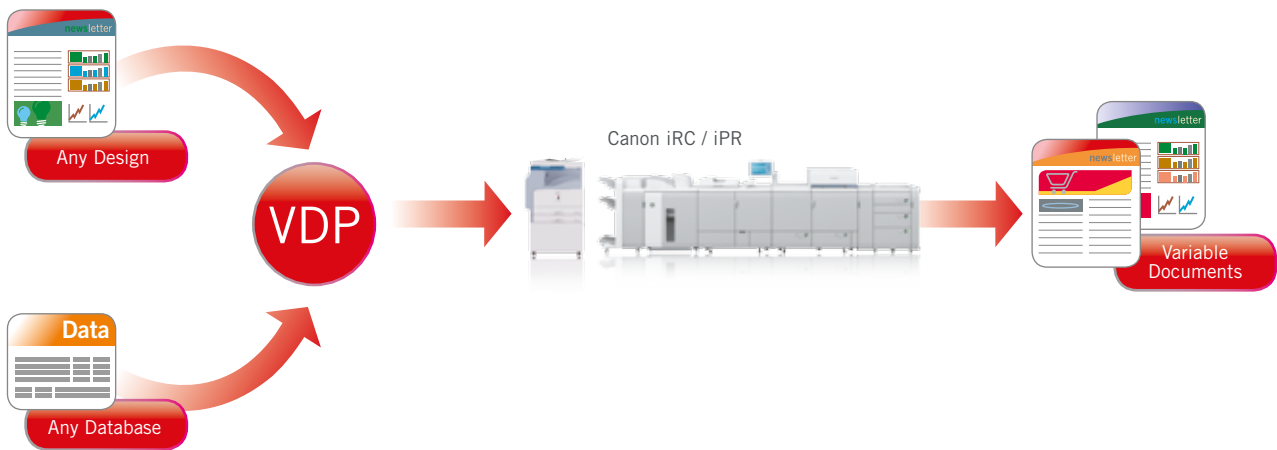
Personalization Increases Response Rates

Personalization Helps Improve Your Business



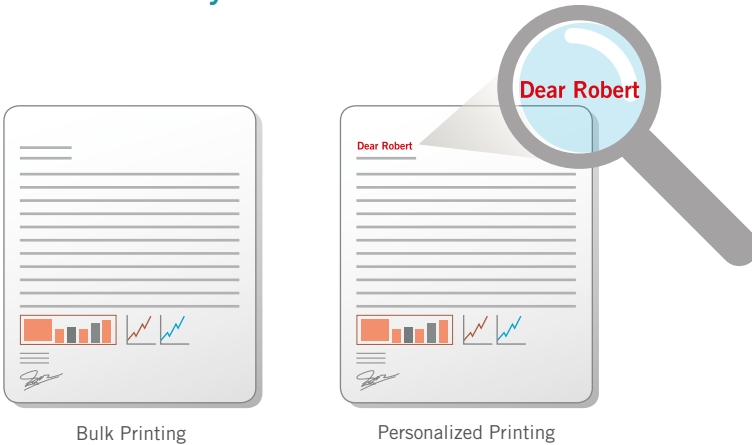
What is Personalization?

- On-demand Printing
- True 1-to-1 Marketing using Database or External File
- Differentiation while reducing cost of printing



Think Again. Mailers With Name Sells...

Which one will you read?



Personalized mails attract attention. It takes few seconds to register into minds. Don't you think so?

When your customers grow through the use of personalized mailing, your business grows too. And personalization is not only for promotional mailers.

What can be Personalized?

This section displays a grid of 14 icons, each representing a different type of personalized mailing. The icons are arranged in three rows. The first row contains Direct Mailings, Postcards, Brochures, and Business Cards. The second row contains Newsletters, Certificates, and Folders. The third row contains Tickets, Reports, Envelopes, and So Much More! Each icon is a stylized representation of the corresponding document type, often featuring red accents and various graphical elements like charts, logos, and text boxes.

Typical Examples

Business Cards



LAYOUT REPETITION for space maximization and waste reduction, cost savings and faster production time.

VARIABLE CONTACT INFORMATION

CROP MARKS for easy trimming of the document to its finished size.

CONFIGURABLE BLEED MARGINS adapt to all needs, whether you include them in the background, add them to the layout or configure them at page level.



Gift Certificates



VARIABLE TEXT to personalize with recipient's and client's names.

Silas,
a relaxing gift for you from
Objectif Lune

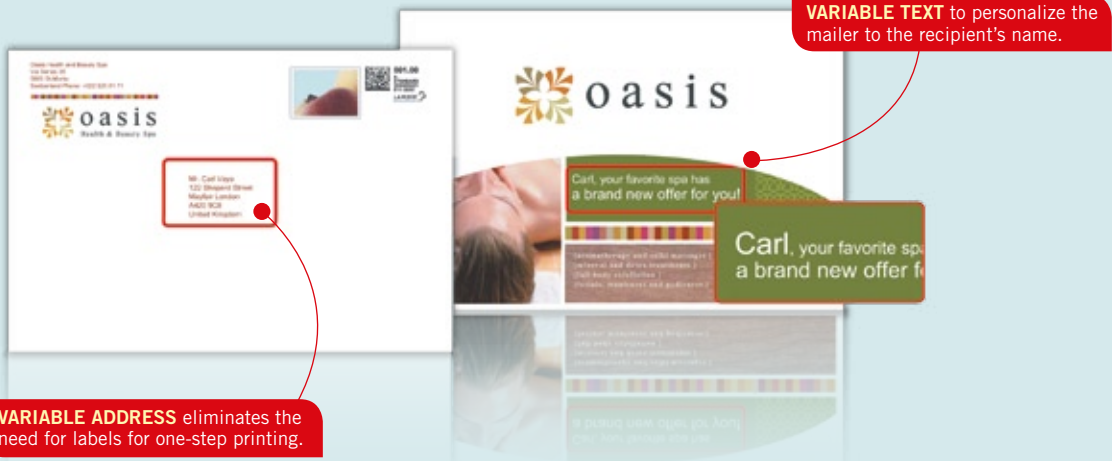
Date: 2008-09-25 Expires: 2009-09-25

AUTOMATED EXPIRATION DATE set for one year after purchase.

BARCODES provide better tracking and consistent pricing information.

SERIALIZATION for better tracking.

Direct Mailers



Newsletters





2 Maximum Personalization

Go ahead to impress your customers

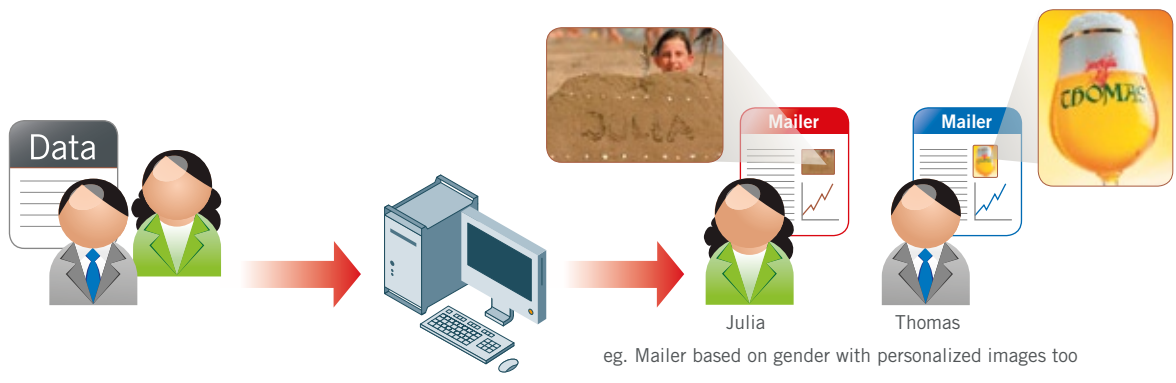




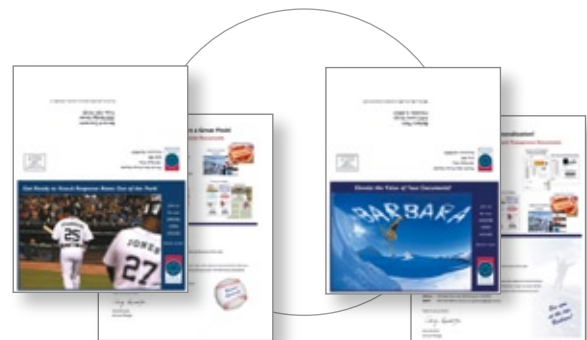
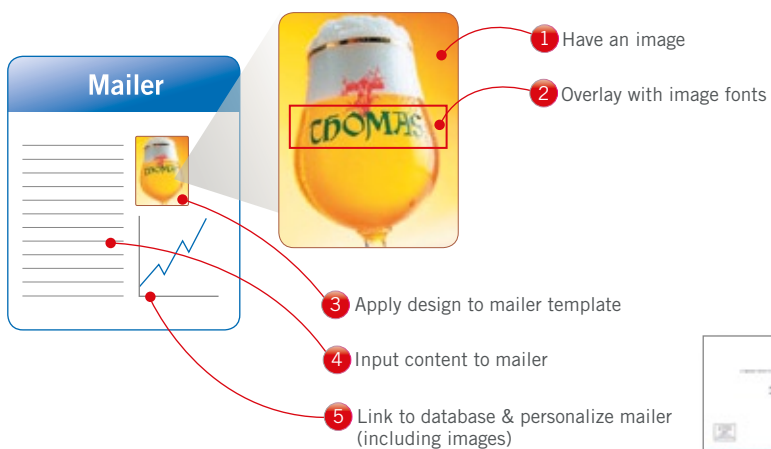
Image Tells a Story

Image Touches Emotion

Image Personalization Wows

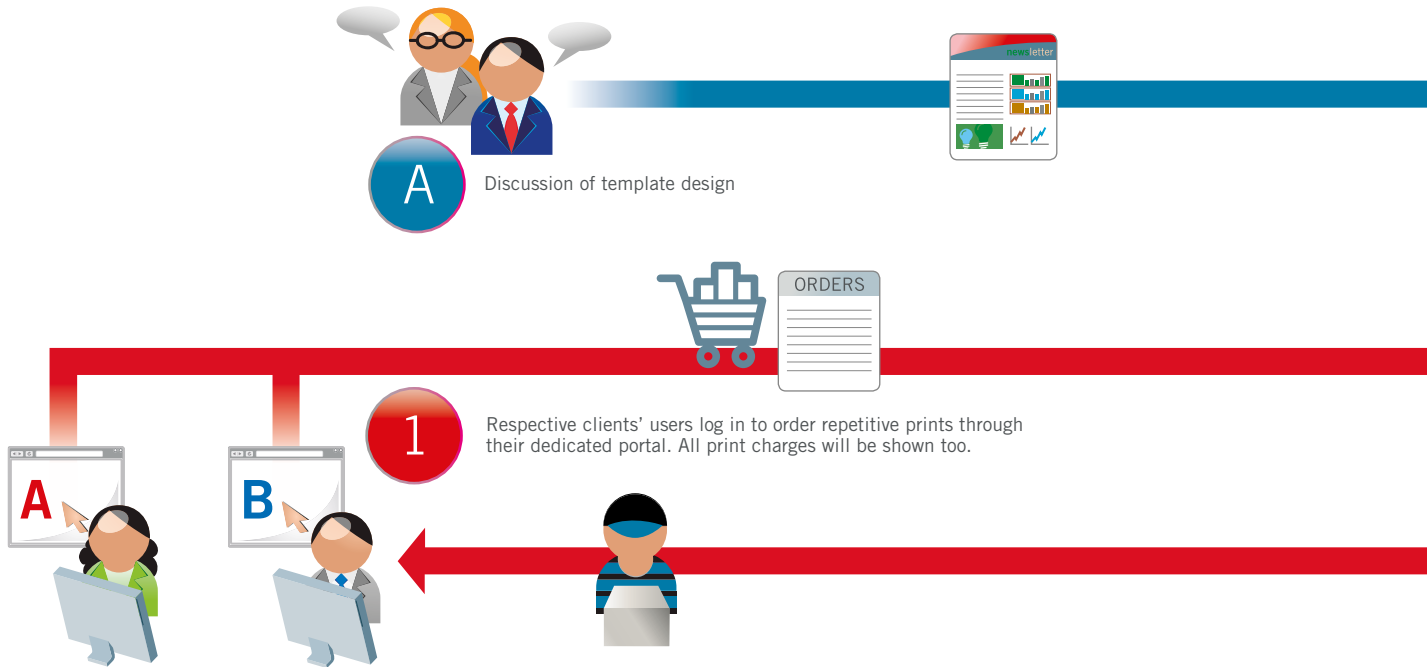
Wouldn't you be impressed by the personalized images? You are not alone.

The chances of recipients keeping their image personalized mailers are almost certain. This creates long-lasting benefits and differentiation to your customers. Now charging at premium rate is justifiable.



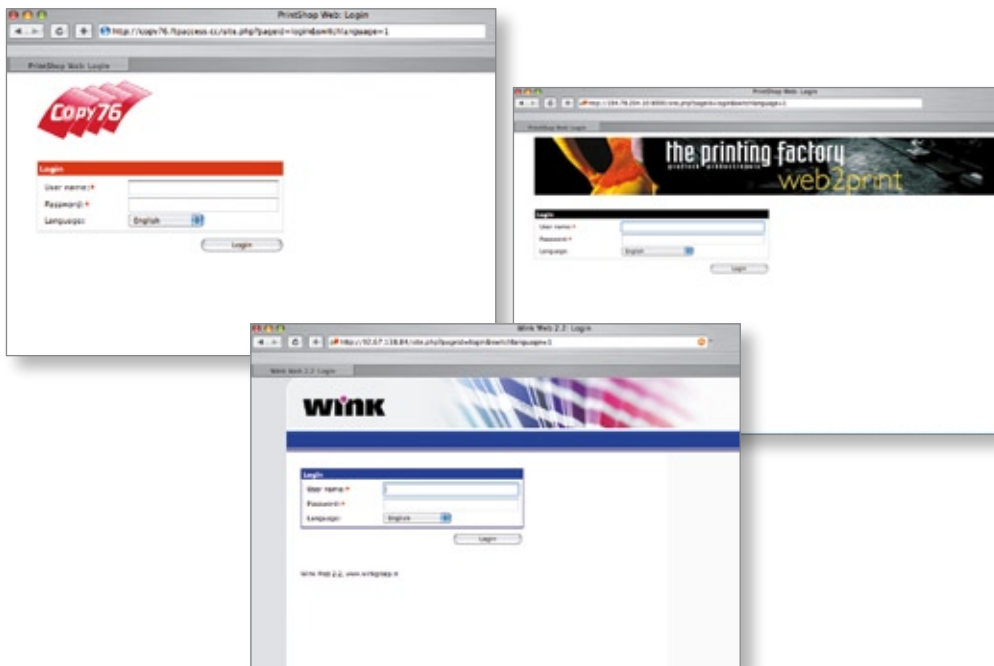
3 Turn Profitable Services Into 24x7 Money Generator

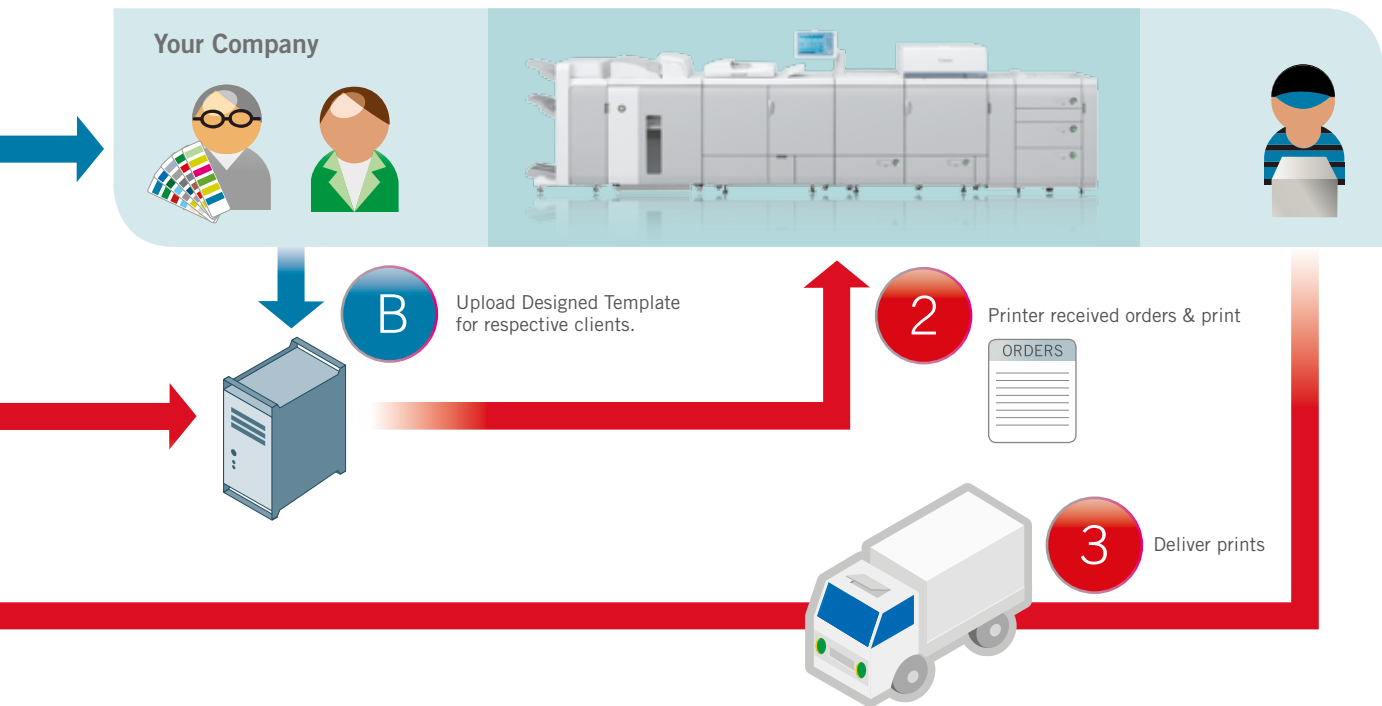
Why wait till the next working day?



Time is precious. Why do you want your customers to wait till the next working day when you close for the day? They might just go to your competitors

With online ordering, users can submit jobs to you anytime and anywhere. They can DIY data input for repetitive orders too. All status and pricing are clearly reflected in the system to both customers and you, so no more confusion now.





The Concept

Web Template to Print Solution

Static PDFs

Corporate Branding Documents

- Business Cards
- Product Brochures
- Letterheads

Repetitive Mailers

- Thank you letters
- Invoice reminders
- Birthday/Christmas cards



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