



Part One

Digital Printing A Powerful, New Communication Tool

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Printing Industries
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A Powerful, New Communication Tool

**Almost anything that can be printed
traditionally can also be printed DIGITALLY**

On-demand books • Technical Documentation • Data Sheets • Training Manuals • Operating Manuals • Corporate Documents • Flyers • Brochures • Newsletters • Catalogs • Postcards • Direct Mail • Menus • Folders • Packaging • Package Inserts • Invitations • Notices • Product Specifications • Greeting Cards • Price Lists • Instruction Sheets • Parts Lists • Guides • Counter Cards • Record, CD, Video Covers • Fact Sheets • Presentations • Book Covers • Conference Programs • Personalized Checks • Stationery • Sales Letters • Forms • Trade-Show Handouts • Reprints • Real Estate Promotions • Custom Catalogs • Reports... And hundreds more

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Types of Digital Printing

- ⌘ **On-demand**—Very short runs where each piece is identical, such as books, manuals, newsletters
- ⌘ **Personalized**—Printed pieces are changed based on name, address, as well as database-resident information

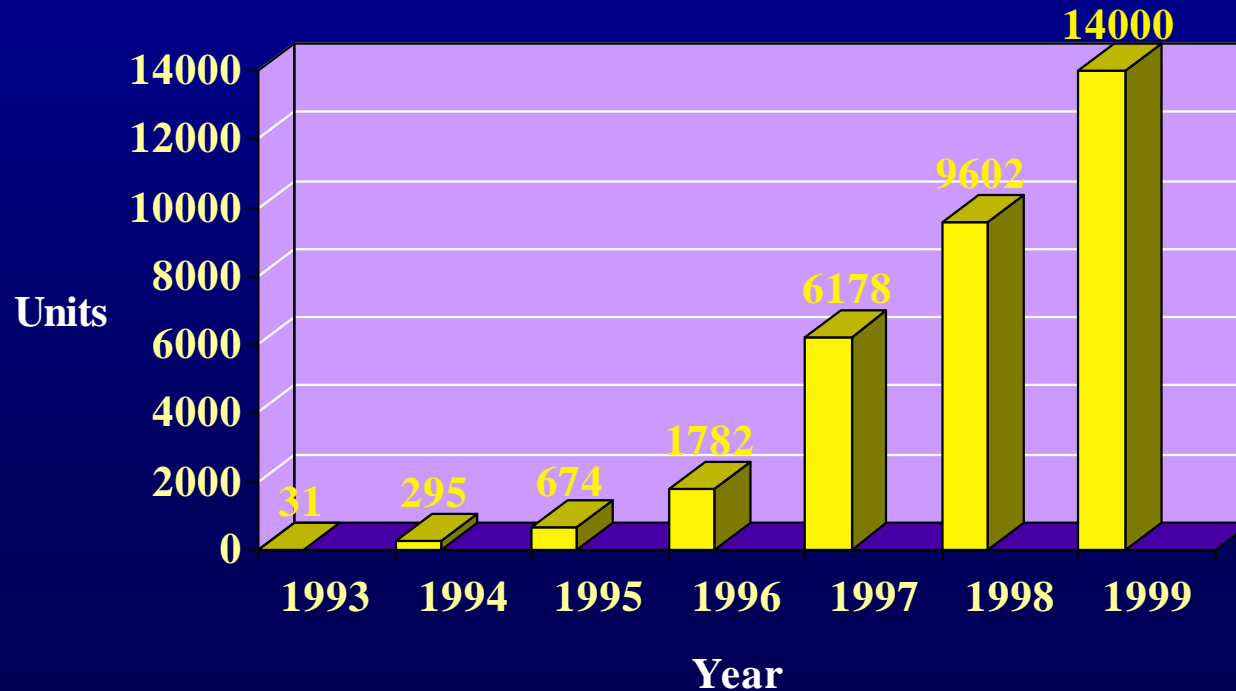
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The Fastest Growing Segment of the Industry

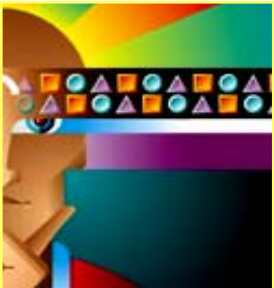
**More Than 30,000 Digital Color Presses
Installed Around the World**



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Source: *Personalized and Database Printing*, by Broudy and Romano



Why is Digital Printing Growing So Quickly?

∞ Digital printing helps customers \$ave money—by eliminating steps in the printing workflow

Traditional Printing Workflow



Digital Printing Workflow



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Why is Digital Printing Growing So Quickly?

∞ Digital printing can be used to print one— or thousands—of pieces exactly when needed.

As a result, on-demand digital meets today's need for:

- Up-to-the-minute communication
- Reducing inventory cost

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Why Is Digital Printing Growing So Quickly?

♂ Digital Printing Is a Powerful Tool for One-to-One Marketing

Personalized digital offers opportunities for:

- **Relationship marketing**—through integration with purchase-behavior databases for better ongoing communication
- **Higher response rates**—and dramatically improved return-on-investment

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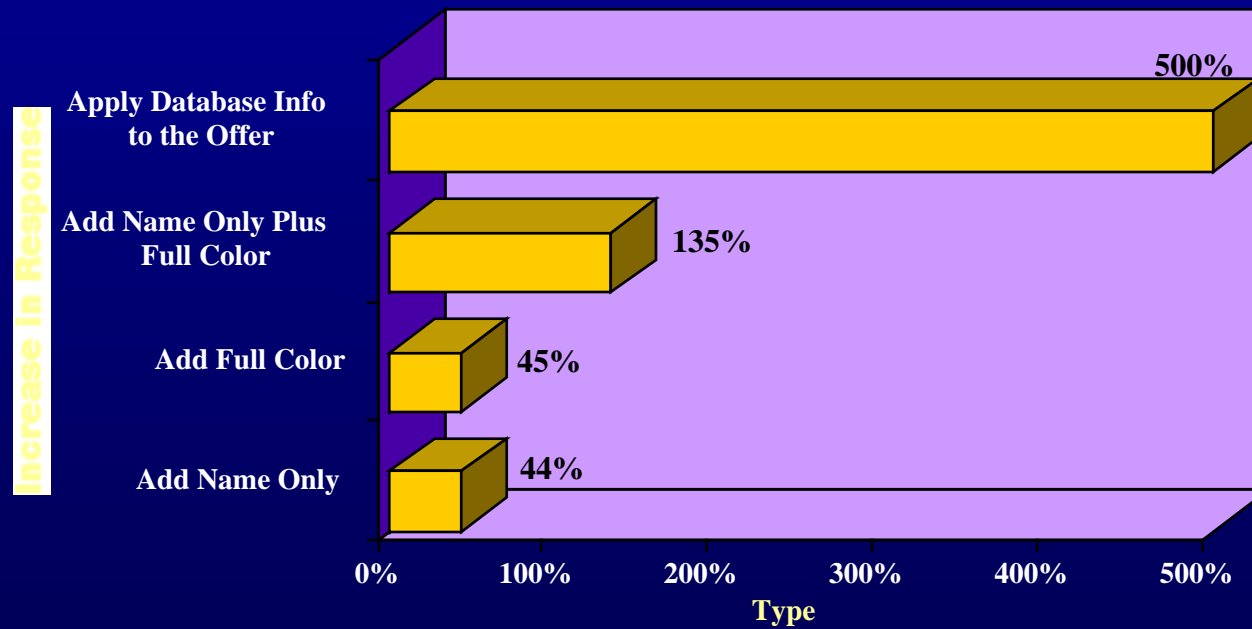




The Power of Personalization

♂ Improved Response Rates with Digital Printing

(compared with a static, black-and-white mailing with a response of 0.46%)



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Source: White Paper: "Direct Mail Responses Based on Color, Personalization, Database and Other Factors" by David Broudy and Frank Romano, published by the Digital Printing Council of Printing Industries of America, Inc.



Types of Personalized Digital Printing

- ⌘ **Personalization**—recipient's name and address
- ⌘ **Versioning**—where different versions of a printed product are produced for different groups
- ⌘ **Customization**—where the content is customized for each individual within a target group
- ⌘ **Tailoring**—created by using database marketing information to make completely unique documents

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Summary of Advantages

- ⌘ Improved response rates
- ⌘ No need to trash costly, out-of-date marketing or sales pieces
- ⌘ Inventory savings
- ⌘ Shorter printing timelines
- ⌘ Digital transmission of files
- ⌘ Reduced mailhandling costs
- ⌘ Work remains in digital format

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Digital Printing: A Powerful Database Marketing Tool

♋ Data Elements

- Address
- Customer Data
- Transaction Data
- Demographics
- Psychographics

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Types of Address Data

⌘ Understanding Address Components

MR. DAVID H. ADAMS

325 W CAPITOL ST E APT 12
1 2 3 4 5 6 7

ARLINGTON VA 2203-7495
8 9 10

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- | | |
|---------------------------|---------------------------------|
| 1. Primary address number | 6. Secondary address identifier |
| 2. Predirectional | 7. Secondary address range |
| 3. Street name | 8. City |
| 4. Suffix | 9. State |
| 5. Postdirectional | 10. ZIP+4 code |



Types of Customer Data

- ⌘ **Type**—for example, customer, subscriber, recipient, donor, direct-mail respondent
- ⌘ **Status**—for example, activity control, date of address change
- ⌘ **Buying History**—for example, initial transaction date, most recent transaction, total number of purchases, total dollar amount

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Types of Transaction Data

- ∞ Date of transaction
- ∞ Initial source code
- ∞ Purchase—Product category, items, size, amount/unit, amount/transaction
- ∞ Transaction (other than purchase)—inquiry, referral, catalog request

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Types of Demographic Data

- ⌘ **Business**—primary SIC, number of employees
- ⌘ **Consumer**—age of head of household, family income, children, type of dwelling, car ownership

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Types of Psychographic (Lifestyle) Data

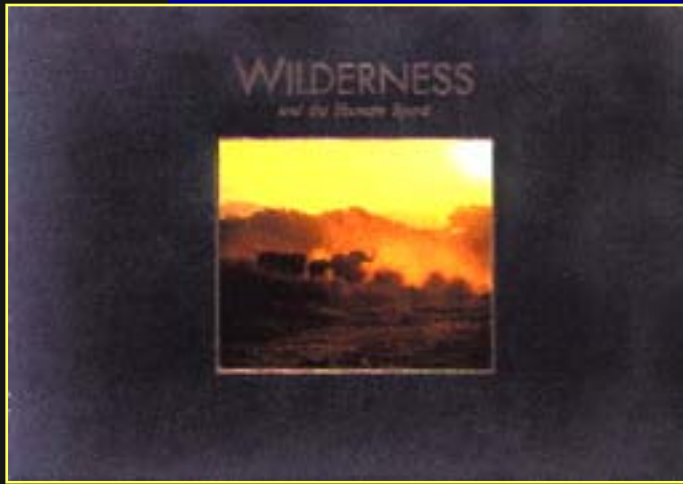
- ⌘ **Credit Data**—rating/scoring, amount of credit, credit history, risk rating
- ⌘ **Credit Cards**—company, types of cards, telephone purchase
- ⌘ **Interest Codes**
- ⌘ **Leisure Activities**
- ⌘ **Avocations**
- ⌘ **Political Preference**
- ⌘ **Ethnicity**

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Case Histories in Digital Printing



Limited Edition Book

♂ Purpose

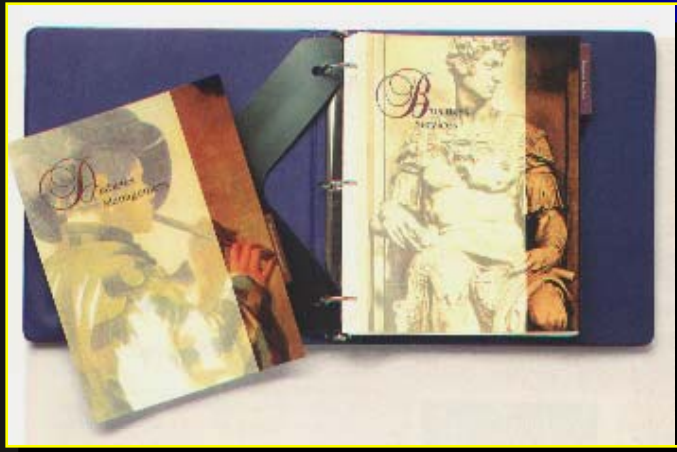
140-page book used as fundraising tool was printed in a limited edition and used to pre-sell final copies

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Case Histories in Digital Printing



Binder Dividers

♃ Purpose

A sales training manual that described a marketing campaign for six different new medical diagnostic tests

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Case Histories in Digital Printing



Variable Data Newsletter

♋ Purpose

A four-color newsletter that explained digital printing and variable data for customers

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Case Histories in Digital Printing



Corporate Style Manual

♋ Purpose

A short-run, 32-page, Wir-O bound style guide for a company's advertising agencies

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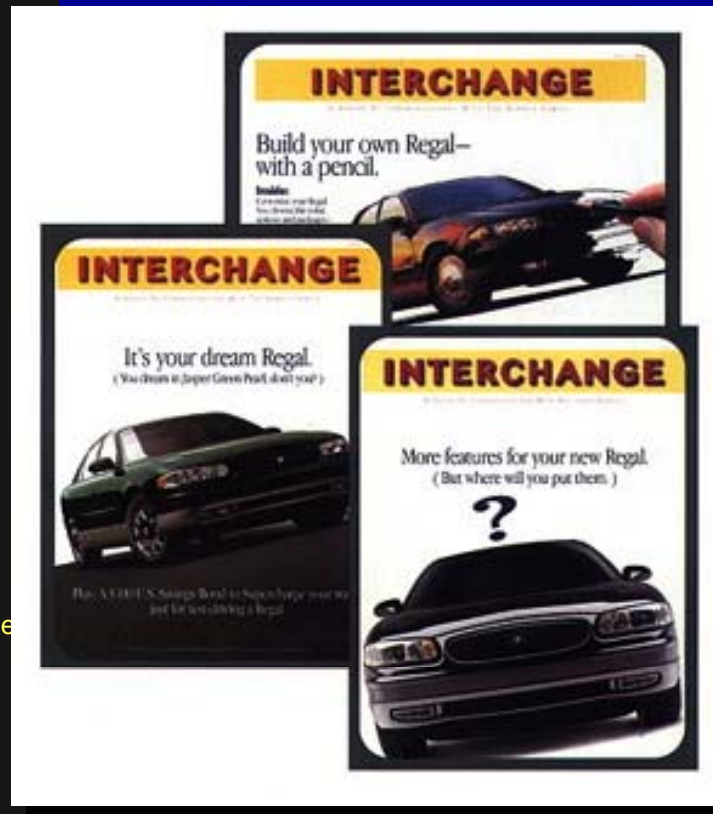


Case Histories in Digital Printing

Direct Mail

♂ Purpose

A series of direct-mail pieces that let customers pick automobile features and colors and see the picks in later mailings



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Part Two

Working with Digital Printing

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Working with Digital Printing

♂ Digital Printing Is Not One Technology, But Many

- Each has a different purpose, meeting a different need

True name: **DIGITALOGRAPHY**

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Types of Digitalography

∞ Toner

∞ Thermal

∞ Ink

∞ Inkjet

∞ Hybrid

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Working with Digital Color Printing

Press Considerations

- ∞ Sheet size
- ∞ Variable imaging available
- ∞ Short-run or large-run
- ∞ Paper type
- ∞ Hybrid
- ∞ Toner
- ∞ Backing up

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Working with Digital Color Printing

Art Requirements

- ⌘ Black coverage
- ⌘ Color coverage
- ⌘ Color process
- ⌘ Blends vs. gradients
- ⌘ Color accuracy
- ⌘ Convert all images and color to CMYK
- ⌘ Save images as TIFF or EPS
- ⌘ Verify OPI links
- ⌘ Contact the printer for their file requirements
- ⌘ All files should be preflighted by the client

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