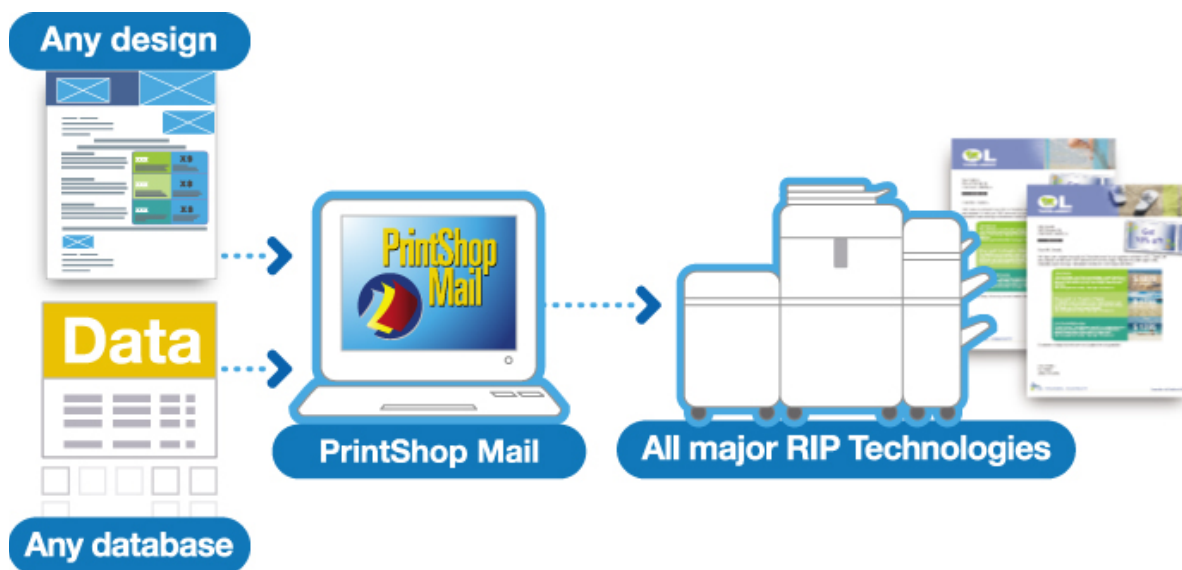




## **PrintShop Mail** Promotional Personalization Printing Software.

Perfect for design agencies, print shops and marketing services providers, PrintShop Mail is a fast, efficient and very easy to use professional software tool that allows the creation and printing of personalized promotional documents, quickly and easily. It optimizes the process of merging variable database information with a design created with any design tool and integrated in PrintShop Mail. PrintShop Mail enables users to perform simple and complex variable data printing jobs for medium to high volume output quantities. Users can leverage the real potential of their data by printing variable images and text based upon unique information on each individual recipient! PrintShop Mail enables the creation of entirely personalized messages, which is proven to significantly increase response rates and associated sales when these messages are adapted to each individual recipient.

### The PrintShop Mail Concept



**Any design, any database:** Creation of dynamic, database-driven documents, using an intuitive, drag-and-drop interface. No programming required. Insertion of database field names onto the document layout, with variable text, barcodes, images and graphics and selection from a variety of expressions or creation of new ones.

**All major RIP Technologies:** 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 network congestion. PrintShop Mail includes specific print and finishing commands to streamline print production process.



## Advantages of PrintShop Mail

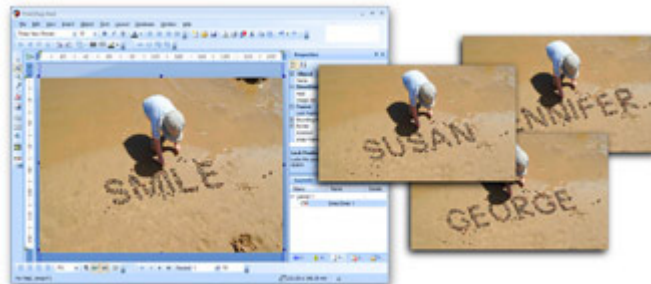
- Increase reader's interests – including personalized, relevant messages in your print communications is proven to catch readers' attention and increase retention and learning of facts.
- Generate more revenue – compare to traditional mass mailings, personalized mailings multiplies response rates.
- Leverage the real potential of your data – using it to print variable images and text based upon unique information on each individual recipient
- No programming required - the drag-and-drop operation is easy to learn and saves time and money.
- Application independence – compatible with existing design and database applications.
- No network congestion - the optimization of PostScript yields an efficient print production process.
- Increased efficiency - the optimized workflow allows to print at or near rated speed.
- Open architecture - Plugs in easily into any existing workflow.

## Business applications:

- Promotional documents such as direct mailings, postcards, brochures, business cards, newsletters, certificates and much more!

## Partnership with DirectSmile allows image personalization in PrintShop Mail

Objectif Lune and DirectSmile have teamed up their expertise to allow PrintShop Mail users to benefit from the advantages brought forth by image personalization with the development of a plug-in that allows connectivity between both applications. Image personalization is the ability to dynamically add conditional text to background images, opening unique opportunities for creative designs with variable contents. It allows for the design and production of outstanding direct mail pieces which capture the attention of customers through a combination of individualization and emotion.





Web-to-Print and personalized, promotional printing management over the web

PrintShop Web is an easy to use, powerful and open template-based Web-to-Print solution. It allows online modification, ordering and production of repetitive, promotional and personalized documents. PrintShop Web enables print providers and brand owners to effectively manage promotional print flows, streamline customer interaction while combining the benefits of Variable Information (VI) with On-Demand Printing.

A perfect solution for print providers, brand owners and marketing agencies, PrintShop Web enables you to offer users the capability of personalizing a template document for their needs. They can upload an image for local personalization and modify the text based on pre-defined variable fields. Once the document is ready, users validate and pre-flight their print run and initiate the ordering process. With permissions and access rights that can be set per user, PrintShop Web allows companies to adapt the verification process of submitted orders based on their business process.

## The PrintShop Web Concept



**Designer:** Document design and publication with PrintShop Mail

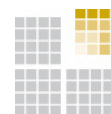
Designers use their own design application or can work with PrintShop Mail, to create dynamic templates for variable data printing jobs and simply publish them to a PrintShop Web server.

**Client:** Automated promotional print ordering

From PrintShop Web, customers can view their documents, integrate their own data and order documents to print - anytime, anywhere. From an intuitive and easy-to-use interface, PrintShop Web allows users to order and re-order any promotional documents, either static PDFs, or complex, full personalization jobs

**Print provider:** Integrated order management and workflow

PrintShop Web allows print providers to offer their customers the possibility to create personalized documents, submit print jobs and manage the entire process of their orders, from creation to delivery



## Advantages of PrintShop Web

- Variable and static web-to-print solution
- Customer friendly job submission
- Printer finishing support
- Instant preview and validation
- Integrated with PrintShop Mail
- Eases the interaction between the buyer and the supplier
- Automates the communications between the buyers and suppliers
- Allows print providers and suppliers to offer complete and integrated services
- Combines the advantages of variable printing with on-demand printing
- Order and print static PDF documents through the web
- Order and print personalized documents through the web
- Online data entry and/or database file upload
- Customizable automatic e-mail communication between you and your customers
- Job overview with export option
- Open architecture supports common standards (PDF, EPS, JPG) and XML-based job information output

## Target Markets:

- Print providers looking to offer a dynamic and personalized web interface to their customers for repetitive print ordering.
- Brand owners having to manage multiple documents and print requests coming from multiple users and/or locations.



***"In PrintShop Mail we have found an open system with a strong feature set for working with database information. We also like the low training threshold required to start creating powerful variable prints".***

Johan Johansson  
Data/IT Manager at Bergslagens Grafiska AB

When discussing VDP (variable data printing) it is often the traditional addressing application that is the main topic. But there is a lot of new business to be gained if you are willing to push your thinking a bit further.

When your customers are national corporations and authorities for whom you are a full service provider it is absolutely vital that everything works, especially when you, like Bergslagens Grafiska, are responsible for your customers printing, inventory and distribution. The objective is to be able to serve small as well as large customers with fixed prices. For this to work, the tools of your trade have to be of the utmost quality.

At the company premises in the city of Lindesberg there is traditional offset printing, digital printing and a specific print department for copying and variable data printing. There is also a department for finishing and packaging. In addition to this, you will find an extra 2000 square meters for inventory and distribution management of customer materials. The customer is also offered various database solutions and a web-to-print service.



Johan Johansson  
Data/IT Manager at Bergslagens Grafiska AB

## Early adopters of new technology

As early adopters of digital printing Bergslagens Grafiska has always been at the forefront of new technology and there is a great interest for benefiting from all the advantages.

"All new knowledge creates increased opportunities of profitable solutions for our customers" according to Johan Johansson, Data/IT Manager. "This in its turn creates loyal and long term relationships with our customers and of course more business for us as well as for our customers. One example in digital printing are the possibilities of working with more personalized printed materials i.e. VDP."

## Not only traditional address applications

When discussing VDP (variable data printing) it is often the traditional addressing application that is the main topic and every print plant knows how that works. But there is a lot of new business to be gained if you are willing to push your thinking a bit further. Variations with text of course but also images and graphics are all roads to new business. Johan Johansson continues to tell us about some projects where VDP was the key to success.

"Amongst other things, we are working with an interesting production for a company specializing in trainings for the construction industry. They order personalized training manuals once a week. We print the cover variable with negative text in our HP Indigo and the black and white inserts in our Ricoh printers. For this training material we also create a personalized diploma for the successful completion of the training. This is done with our plastic card printers. All in all, it's a perfect way for our customers to put an added value to their training and at the same time give each participant individual recognition."

Another continuous project for Bergslagens Grafiska is the big run length of draft orders for military service. These include variable information on the specific person, which draft office, time slots etc.

"As you can probably understand, here everything has to be 100% accurate throughout the whole run length and a perfectly reliable software is the only option" says Johan Johansson with a big smile on his face.

## "It is all we use for VDP"

"We have been working with PrintShop Mail for many years now and so far no other VDP solution even comes close to our needs! The continuous upgrades of the product has kept PrintShop Mail dynamic, flexible and of the highest quality. It is actually the only software we use for VDP."

Johan has a history as a programmer and he has also managed to work quite a bit with electronics before joining the printing industry. Because of his history he knows exactly what functionality he requires and that reliability is incredibly important.

Johan especially appreciates some of the simpler features such as the data sorting tool, the built-in calculator, the preview and the automatic pagination.

"You know, I have to admit, my background has made me extra fuzzy when selecting the tools we need here. But I am so satisfied with our choice of PrintShop Mail that I even use the PSM imposition tool for jobs that are not even variable.

***"We have been working with PrintShop Mail for many years now and so far no other VDP solution even comes close for our needs! The continuous upgrades of the product has kept PrintShop Mail dynamic, flexible and of the highest quality. It is actually the only software we use for VDP."***

Johan Johansson  
Data/IT Manager at Bergslagens Grafiska AB

## PrintShop Mail - regardless of output device

"Aside from being reliable and flexible, what matters to us is that the software works with all our output devices" Johan continues.

When printing with PrintShop Mail there is no burden on the network apart from the master layout which minimizes the risk of overloading the network. This is regardless of the amount of variable prints that are being made with the same layout. The master layout is the original that contains the texts and objects.

At Bergslagens Grafiska documents are printed in black and white and colour through PrintShop Mail to Ricoh, Xeikon and HP Indigo devices. The only thing necessary is for the device to accept PostScript files. According to Johan everything today is mostly in PDF file format.

"The PDF document is mounted in PrintShop Mail and from there we create the master. This is perfect for us since we usually get high resolution PDF files from our customers. It *works great!*"

## Connection to database with drag and drop

In the master you easily make the connections you want with the database through drag and drop. You can directly see the link to text, image, EAN codes etc in your layout. As it is often the customer's database that controls the variables in the document you need a product that is compatible with all used formats.

"PrintShop Mail can interpret all types of formats from the database" says Johan. "The most common one we get is tab separated text but XML, SQL, Excel or Access files works just as well."

## More orders includes VDP

"VDP technology has created new opportunities to develop our business" Johan says. "Besides, being able to charge for a start up time with database handling etc, we can spread the knowledge to our customers about new ways of capturing their customers attention.

This means our customers see a big added value in working with us which is obviously positive from a business point of view. We have also found that we can "reuse" some of the things we do with each VDP job thus being able to apply it to other areas."

Bergslagens Grafiska has two sales people spreading the VDP message to their customers.

## "Open and powerful system"

"In PrintShop Mail, we have found an open system with a strong feature set for working with database information. We also like the low training threshold required to start creating powerful variable prints. This is extra important as we are about to employ a person who will only work with VDP applications" Johan says in conclusion.



## What can you do with PrintShop Mail?

- Personalized newsletters and direct mail
- Pre-printed reply coupons or cards;
- Labels;
- Numbered tickets;
- Personally adapted certificates and diplomas;
- Display materials for shelves, posters and further.



**VARIABLE DATA PRINTING BENEFITS!**

## How about a mailer response rate of over 30 percent?

The Orlando, Florida based Brekel Group is comprised of several communication companies ranging from publishing to digital print production. While the benefits of personalized printing have long been understood by them, they did not know how to approach it.

Then one of their vendors proposed using PrintShop Mail. "This was exactly what we needed to get started with a personalized print product" said Chris NeJame, Vice President of Marketing at the Brekel Group. "This product is so easy to use, affordable and allowed us to use the same workflow for our black and white and color devices. We trained our pre-press staff on PrintShop Mail, and educated ourselves by developing personalized campaigns. Now we can target our own customer base, by including variable images and messages based on the recipients SIC codes and corresponding business environment."

One of the Brekel Group subsidiaries, the Griffin Publishing Group, is the official publisher of the World Olympians Association and an official licensee of the United States Olympic Committee. The variable data aspect of PrintShop Mail allowed Griffin to personalize their newest publication, "Journey of the Olympic Flame". Torch runners are able to order a customized version of this commemorative book over the internet. Each runner can have his or her picture included on the back cover, along with the city and state where the individual's run took place. The book is filled with inspiring and uplifting stories designed to connect readers more closely to the spirit, athletes and ideals of the Olympic Games.

"We used PrintShop Mail for two phases of this project", explained NeJame. "The first was with the mailer that went out to the torch runners, over 11,000 in all. The second was with the actual production of the book. With past direct mailings the response rate was about one to three per cent. But with this personalized mailing, well over 30 per cent of the recipients replied, placing orders for the Olympic book. As a result of this overwhelming response, the revenue we received from this project far exceeded our expectations".

"The production of the Olympic book is just one of the variable data printing projects we do" concludes NeJame. "PrintShop Mail is successfully used on a daily basis for our own marketing activities, and for customer jobs. We couldn't live without it!"

Variable information printing is fast turning out to be the main advantage of digital printing. Why? Because you are able to deliver a much more personal and targeted message. Personalized printing is a powerful way of improving your communication to customers. Most of all, it shows that you pay special attention to each individual customer. That is true personal communication. Do you know a better way to communicate through printing?



## The Herning AS story, "Success with Web based 1:1 Solutions"

Partner Herning A/S is a Value Added Reseller of Printing equipment and solutions, based in Herning, Denmark. The company grew from six to about 50 employees in seven years. Their focus is to sell integrated printer and software solutions. According to the Danish version of Computer World, Partner Herning is the most successful Value-added reseller in Denmark. Partner Herning has reported a revenue growth in the year 2002 of over twenty percent, while their profit has doubled compared to the previous year.

How is it possible for a printer concessionaire to be so successful in this economic climate? What is the secret of their success?

### The Bottom Line

According to Poul Sand, Owner and Managing Director at Partner Herning, these questions can be answered with one word: Solutions! "We believe that just selling printers is a dying business" explains Sand. "We want to build print volume with solutions. The only way to achieve this is to focus on building solutions around the printer" Sand continues: "Generally, the price of print devices is coming down, while competition is increasing. This means you often have to lower the price of the printer to get the business. We don't do this. Instead we hired document solution specialists, who are dedicated to sell and implement complete solutions to customers.

In the end we sell the printer at full price and get a fair margin on the solution. On the other hand, the customer is happy because he's able to produce more, at lower costs, and with improved efficiency. Partner Herning offers Color management solutions, PDF based workflow solutions, Content Management Solutions, Invoicing and Scanning solutions and Automated Print solutions.

### Variable Data Printing

Especially the Automated Printing Solutions is showing a big growth potential. The price and complexity of implementing automated web based variable data printing projects have prevented most printer vendors to get involved. Partner Herning has recently started to deliver this solution, using PrintShop Mail for the actual variable data merging.

"We have worked on web based 1:1 solutions using advanced variable data printing tools for several years" says Christian Lewis, Project Director at Partner Herning. "But these solutions are just too expensive, so we did not do a lot of business here. PrintShop Mail is a mail merge package that proved to be equally advanced, but it is much more affordable for customers who want to get started with automated variable data printing. PrintShop Mail is well known, but I think only a few people have seen the automated printing functionality as we use it."

### Just The Facts

Recently, Partner Herning has implemented automated variable data print jobs at twelve locations, with different applications, ranging from online ordering and production of personalized travel brochures, business cards and posters, to Just-in-Time production of packaging and shipping labels. In all these cases.

Partner Herning has developed a customized Production Manager that controls PrintShop Mail and utilizes its automated print facilities. Once the variables are linked to the template, the preview is first sent to the customer in low-resolution format for verification. Upon approval the final document, including the right impositioning, cutting marks and high resolution images, goes directly into production. It can also be automatically delivered as a print-ready file.

The production printing can be done at the customer site or at any other location, regardless of whether the application is hosted on Partner Herning's web server or locally at the customer site. The workflow can be determined by the customer himself; all steps can be defined in a dialogue window that will create the job ticket for each print job.

### The Conclusion

Sand concludes "The growth in demand for these type of automated print solutions is very encouraging. More and more of our customers discover that an automated workflow will save on manual labor, while they are able to make money on the applications they offer to their customers. For us, the automated printing ability in PrintShop Mail combined with our expertise to incorporate this into customized solutions, allows us to earn good money on these projects. It is a true Win-Win situation."







*"The only way to realize all our variable printing ideas was a mature and well established software solution. It had to be easy to use and possible to print to any PostScript printer in the market".*

Johan Nise  
Digitalprint, JMS Mediahus Syd



Three years ago, JMS Digitalprint realized that the software PrintShop Mail fulfilled all their expectations and it has continued to set the highest possible standard.

Not everybody knows that JMS Media System is the third largest supplier in Scandinavia in its market. Although the company is divided into a multitude of companies today and despite its size, JMS Media System has over the years managed to have a close and personal relationship with its customer base.

They consider themselves to be a true "supermarket" for printing production and like any "supermarket", this is where you go when you want a wide variety of offerings. This has certainly been a huge success.

The organization is divided into nine different business units with a total of approximately 550 employees. With its "supermarket" approach, some of the offerings consist of Direct Marketing, CRM activities, magazine and newspaper production, catalogue production, large format, point of sale materials, exhibitions, fairs and other promotion materials.

JMS has made it easy for their customers to find the right mix for their specific needs - with true one stop shopping. Furthermore, JMS offer their customers services in web production, media production, media archiving, finishing and distribution, the idea being to create a stable and flexible platform for all their customers' requirements.

### The need for VDP, Variable Data Printing, increases

At JMS Mediahus Syd in Malmo there is conventional sheet offset production, digital printing, pre-press, large format, finishing, distribution and a department for promotional products. We are talking to Johan Nise at JMS Mediahus Syd in Malmo; He is telling us how the evolution in digital print has led to more variable and personalized printing. This could be anything from point of sale material to the name tag in the big marathon race. "We are putting a lot more effort into spreading the knowledge of the possibilities with VDP. We have come a long way



Johan Nise  
Digitalprint, JMS Mediahus Syd

from early days of VDP with letters starting with "Dear Elisabeth, are you aware of..." etc. Today the opportunities are endless with the possibility of changing text, images and graphics such as EAN codes and so on", Johan tells us.

### Simple and compatible with all PostScript printers

"The only way to realize all our variable printing ideas was a mature and well established software solution. It had to be easy to use and possible to print to any PostScript printer in the market" Johan adds.

Three years ago, JMS Digitalprint realized that the software PrintShop Mail fulfilled all their expectations and it has continued to set the highest possible standard. Apart from the fact that the people working with Variable Data Printing very quickly could start using PrintShop Mail, all the printers could immediately start receiving documents created in PrintShop Mail.

### All the flexibility you need

PrintShop Mail makes Variable Data Printing possible from most of the layout and database applications available in the marketplace. In the business unit digital print there are output devices for both black and white and color. These printers come from Xerox, Xeikon and HP Indigo.

With PrintShop Mail you can print to all these devices which creates a great variety of choices and opportunities. The only thing necessary is for the printer to accept PostScript files.

### Number tag with number, name and flag

To show some of the possibilities of personalized printing, Johan tells us of some interesting projects to which JMS could give the customer the added value of VDP technology.

"For instance, today we do several adaptations of number tags for marathon races, the starting point being the customer database with starting number, name, nationality etc. With this information we can present a number tag with a starting number as is the normal procedure, but we can also include a name if, lets say, a celebrity is participating and with his or her name creating attention to the event. We can also create a database with the flags of the participating nationalities that will be printed variably on the number tags."

***"PrintShop Mail supports many formats and all the output options available to us. This way we have all the choices we need for personalized printing. It is also a big advantage that it is easy to train our staff in using the product with very professional results".***

Johan Nise  
Digitalprint, JMS Mediahus Syd

### Retailing has adapted VDP

JMS have always worked side by side with the retail industry and VDP has gained terrain even in this area. With a database and a graphical profile any department store can find many useful applications for VDP in its business.

Every week, new point of sale material is created, 50x70 signs in the store and 70x100 signs on the outside and so on. As products arrive or during specific campaigns the text of the signs can automatically be varied in pre-prepared templates for each corporate identity.

***"A perfect feature in PrinShop Mail which is incredibly useful in these types of production is the possibility of dynamic text says Johan Nise with a smile. With PrintShop Mail, the size of the text is regulated automatically to fit into the text area of the template. This speeds up our delivery time and is perfectly suited for retailers."***

### One master and an enormous amount of prints

When printing with PrintShop Mail there is no burden on the network apart from the master layout which minimizes the risk of overloading the network. This is regardless of the amount of variable prints that are being made with the same layout. In the master is the original layout with text and objects.

### All formats. Connection to database with drag and drop

In the master layout document you easily make the connections you want with the database through drag and drop. You can directly see the link to text, image, EAN codes etc in your layout.

"As it is often the customer's database that controls the variables in the document, it's a big advantage that PrintShop Mail can interpret all types of formats. Regardless if the customer gives us variable data in the form of XML, SQL, Excel or Access, PrintShop Mail will take care of it" according to Johan Nise. "The most common one we get is tab separated text."

### Simple Preview

An important function in light of the fact that a lot of the jobs are very large is the preview one. All pages containing variable data can be previewed which makes it easy to randomly check if the whole is correct and of a satisfactory quality.

### New business opportunities has been created

Johan continues to tell us about his good experience with personalized printing and the new business opportunities that has materialized.

"Theoretically you can create a layout with an extensive number of variations with this technology. There are no limitations and above all; it is so easy! Because of this we are working diligently with the advertising agencies to increase their awareness and knowledge of VDP. We have more orders and see a potential in increasing even more which we are certainly going to capitalize on. Since our customers now understand the potential in VDP, this is also driving more business."

### "Ease of use and the output options are the big advantages"

In PrintShop Mail, Johan Nise and his colleagues have found a reliable working tool for variable data printing. Johan concludes by summarizing their experiences of the product.

"PrintShop Mail supports many formats and all the output options available to us. That way we have all the choices we need for personalized printing. It is also a big advantage that it is easy to train our staff in using the product with very professional results" according to Johan Nise.

### What can you do with PrintShop Mail?

- Personalized newsletters and direct mail;
- Pre-printed reply coupons or cards;
- Labels;
- Numbered tickets;
- Personally adapted certificates and diplomas;
- Display materials for shelves, posters and further.



**VARIABLE INFORMATION PRINTING YIELDS DRAMATIC BENEFITS, AGAIN!**

## How about a cut in set-up and production time by several hundred per cent?

Imagine getting a stuffed elephant in the mail. How about juggling balls? Or a massager? Now imagine it coming from -- of all people -- your banker. That's just what a large bank client of Salt Lake City-based Laser Mail is doing right now -- with phenomenal results.

Laser Mail is a Salt Lake City based mailing house that has been providing full service in mailing production and distribution for twenty years. With six digital print engines they produce an average of twenty-five variable information-printing jobs per day, with a total of about 150,000 pieces per week.

One of Laser Mail's clients, Response Advertising, works with Zions Bank of Utah, a regional bank with 150 locations, to build stronger relationships with their premier prospects. Response Advertising designed a campaign to get bankers in the door to sell to their hottest prospects. So each of 170 bank officers compiled a list of names of business people they would give their eyeteeth to see.

The campaign was a series of three packages mailed over a period of ten weeks with five different options to choose from. The mailing package consisted of a box (slightly smaller than a shoebox) containing a set of juggling balls, a stuffed animal elephant, a roll of silver duct tape, a pair of trouser suspenders, or a wooden back massager. Inside the box went a carefully crafted and personalized sales letter tying the gift to the bank's services and a personalized mail-in reply card (also with a telephone number to call). The package was addressed with a large, personalized label covering the top of the box also tied into the gift to be found inside.

This kind of "dimensional" direct mail approach is one of Response Advertising's specialties, according to Steve Cuno, partner and creative director for Response Advertising.

Response Advertising uses Laser Mail to manage, produce and mail these complex mail campaigns. "The bank wanted to send these highly-personalized packages to their most valued prospects but to keep costs to a minimum," explains Bill Larkin, president at Laser Mail. "Using a traditional Mail Merge application, we would have had to produce 520 to 1,705 separate layouts and proofs for the various letters, reply cards and shipping labels. Each prospect was linked to a specific bank officer so the pieces needed variable letterhead, signatures, phone numbers and branch addresses. As a result, it became very complicated for us from a production standpoint."

"Thanks to PrintShop Mail" continues Larkin, "we were able to execute the entire program with ease and confidence. Now we were able to take the series of packages and completely personalize them for each of the 170 officers using only 15 separate layouts. The conditional page selection of PrintShop Mail greatly reduced our concerns of operator error and

enabled automated checks and balances. The bottom line is that PrintShop Mail allowed us to cut setup time to a small fraction of a traditional Mail Merge and production time several hundred per cent. And co-mingling the various bank officers' letters saved over \$15,000 in postage alone."

The campaign has been a terrific icebreaker according to Steve Cuno. "You don't have to be a slick salesperson to follow up on these mailings. Most calling officers find they only need to say, 'I'm the one who sent you the juggling balls,' and, presto, they have an appointment." Branch managers are getting positive feedback from recipients of the mailings. People are enjoying the refreshing approach -- admittedly a different one for a bank. "I'm impressed that Zions Bank has the vision to launch a campaign of this nature. Many people in the financial services industry are so hung up on looking "professional" (translation: "stuffy") that they forget that being human and personable is a good thing. Even in business." reports Cuno.

"Personalized printing is Laser Mail's primary business opportunity," concludes Larkin. "Fast and efficient production is vital to us. Thanks to PrintShop Mail, we can now continue to grow our business, without worries about the production of complicated jobs".

Variable information printing is fast turning out to be the main advantage of digital printing. Why? Because you are able to deliver a much more personal and targeted message. Personalized printing is a powerful way of improving your communication to customers. Most of all, it shows that you pay special attention to each individual customer. That is true personal communication. Do you know a better way to communicate through printing?

\*\* This campaign received the Outstanding Solutions Showcase Award for 2001 from the Imaging Network Group at its annual conference in May, 2001 in Ottawa, Ontario, Canada. The members of the ING association voted the Zions Bank "Dream Prospects Mailing" as the best business application of electronic services for this year's award. Ing is a world wide organization representing many of the most innovative people in the electronic printing industry.

