



VARIABLE INFORMATION PRINTING WINS BY A LANDSLIDE

County Government saves over \$15,000 in production costs in a single job!

Each year the Westchester County Board of Elections in the state of New York is required to communicate with every registered voter in the county to verify their registration address.

That means a personalized post card to over 500,000 individuals. In addition to address verification, the post card is used to communicate information to registered voters about primary and general election dates, polling locations, and whether or not their polling place is handicap accessible.

For the past four years, the county out-sourced the project, first for off-set printing, then to a mailing house to have the addresses and personalized information applied. But this proved to be a costly process.

Then, the personalization tool called "PrintShop Mail" was recommended to them, and the county government decided to put it to the test. All the variable information for the card was merged with the post card design in PrintShop Mail. Since PrintShop Mail can handle variable graphics as well, the universal handicap accessible graphic symbol was incorporated onto the post cards where applicable, based on a code in the county's database.

"We're now able to produce a top quality communication piece that not only looks more professional, but communicates more effectively" states Luigi Martino, Principal Analyst in the Westchester Department of Information Technology. "This is very important when you're providing information to half a million individuals. And, we saved over \$15,000 in production costs thanks to PrintShop Mail!"

By mailing the post cards first class with return service requested, the county can verify whether or not the individual still resides at the address that is currently in the county's database. Also, by incorporating a bar code onto the post card, which is one of the bar code fonts included with PrintShop Mail, returned cards can be scanned to immediately bring up the database record on screen. This saves the operators keying time, reduces operator error, and facilitates the process of updating the database.

PrintShop Mail's multi-up capability made it easy to design the job so that it could be handled with little direction on the production end. Also, sorting and printing the database by postal trays and using the "print-through-stack" feature in PrintShop Mail, minimized concerns about problems with the postal sort during cutting.

"In previous years, there was a lot of confusion for the recipients around districts and wards, resulting in a number of phone calls to our administrative staff," Martino adds. "PrintShop Mail made it easy to very clearly display specific district information, and ward information only if necessary."

We anticipate a great reduction of inbound calls to the administrative staff since we were able to make the post card very personalized. And, we are already prepared for next year's production run because we can simply change the date within PrintShop Mail. Until then, however, we are excited about utilizing PrintShop Mail's functionality for newsletters, calendars, and other communication booklets."

