VARIABLE INFORMATION PRINTING YIELDS DRAMATIC BENEFITS, AGAIN!

How about a reduction in production costs?

Wolverine Mailing Inc. is a Detroit, Michigan based company that offers full service in Mailing production and distribution. With five digital print engines they produce an average of 10 variable information printing jobs per day, with a total of about 100,000 pieces per day.

"By far most of our orders are for variable information printing" says Daryll English of Wolverine. "Mailings, sweepstakes, or statements, we produce a wide variety of VI print jobs. To create these jobs, we used to work with a software product that involved about three hours of programming per order. However, this proved too difficult and time consuming, as most of our jobs are fairly straightforward, with only variable names, addresses, variable text, variable images and variable signatures."

Then, PrintShop Mail was recommended to us. We tried it, and found that this solution was very easy to use, and it was available on both Windows and Macintosh platform. Most of all, it only took about 15 minutes to set up a job, which is a tremendous saving for us compared to the three hours we needed before."

English concludes: "Thanks to PrintShop Mail, we are now able to spend time on developing new services for our customers." 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?

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