PrintShop Mail

Objectif Lune Software

SOLUTION IN ACTION
PUSHING VARIABLE DATA
TO THE LIMIT

theformcentre

> «We wanted software that would allow print-to-view through the press, to minimize the cost of printing, and we wanted software to do more than mail merges, but to print variable signatures».

Jerry Lee
Managing Director
the**formcentre**

THEFORMCENTRE USES PRINTSHOP MAIL TO DOUBLE VARIABLE DATA BUSINESS

Like many print shops around the world, UK-based theformcentre recognized the business opportunities in variable data printing. With a little investigation, they also found an ideal tool to easily create a variety of variable documents for their customers.

Need for More
Economical Printing

One reason theformcentre sought specialized document software was to accommodate printing "multiple up" images on large SRA3-sized sheets. They pay their print engine vendor the same click charge whether printing one up in A3- or two-up A4-sized documents. Impositioning software could maximize the number of documents printed in one pass on the press. In other words, print two for the previous price of one at half the cost.

After trying many software products that, at the end of the day, were simply not "up to snuff," theformcentre discovered PrintShop Mail from Objectif Lune. PrintShop Mail is a complete platform for fast, efficient production of one-off variable documents. Users can import any design, merge it with data from any database, add powerful business rules, and print at rated speed to any printer.

After his printer vendor's engineers recommended Objectif Lune's PrintShop Mail, Lee saw some demos and attended an intensive training course at Objectif Lune in the UK and never looked back.

Variable Letters
Giving Customers Exactly Want They Want

Previously, most print applications were not particularly unique but, as theformcentre delved further into the variable printing market, customers' applications became more advanced and presented new challenges. "Now," Mr. Lee continued, "the projects are more sophisticated and complex." With PrintShop Mail, theformcentre was well prepared to accommodate its customers' evolving document needs.

A prime example of this evolution are the requirements of a major automobile manufacturer for its dealership mailings. Depending on which branch or dealer the mailings go to, the text or letter would need to adapt accordingly. This involves customized text, signatures, dealership maps, and registration numbers, all of which had to be produced seamlessly and without error.

With PrintShop Mail, theformcentre was able to produce the variable text and other elements required for the letters. Volumes of the dealership mailings ranged from 5,000 to 7,000 pieces, an average-sized run for the print shop. Their largest variable mailings can range from 15,000 to 20,000 pieces, and PrintShop Mail also handles these volumes without any performance delays.

PrintShop Mail is a variable data printing software application from Objectif Lune, a worldwide leader in providing personalized communications and workflow automation solutions for the digital printing industry. PrintShop Mail is typically used for direct mail and postcard applications where static designs are overlaid with variable content from a database.

The software is easy-to-use, has scripting and imposition support, optimized output, and can be used to dynamically change texts, images, barcodes, or even entire layouts. Variable data can make information more relevant to recipients, which typically lead to increased response rates and associated sales. This enables print buyers to become more successful, leading to stronger relationships, incremental order value and higher overall print volume.

What can you do with
PrintShop Mail?

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

A Total In-house Solution
with PrintShop Mail

theformcentre was able to embrace the lucrative market opportunity presented by the need for variable data printing and "this could not have been done without PrintShop Mail," Lee stated, and "it helped to double the volume of variable data work since the beginning of the year." In fact theformcentre is reaching the capacity of their current cut-sheet digital printers and will need to upgrade soon, all because PrintShop Mail has enabled them to increase their production and to provide a total in-house solution for existing and prospective clients. They no longer need to farm out specialized variable printing jobs to a third party.

Case in point, the 500 identity cards produced for a child healthcare facility. Each employee must wear an identity badge with a photo, name, department and signature on it. In the pre-PrintShop Mail days, theformcentre would have had to outsource this type of job.

Thanks to PrintShop Mail, they can take data from an Excel spreadsheet, scan signatures and photos into a JPG file, then merge the two onto a credit card-sized format, print from their color cut-sheet digital printer and laminate. The whole process takes approximately 10-15 minutes. Since the client has an ongoing need for ten to twenty cards per month, theformcentre can now provide a cost-effective way for them to print a small quantity of cards and maintain a steady income stream with minimal effort.

"Absolutely Brilliant"
Technical Support

Although he found the training course for PrintShop Mail was very informative, it is the after sales technical support team from Objectif Lune UK who, in his words, "have been absolutely brilliant!" How? Their level of responsiveness and ability to listen to, understand and help the customer was a delight. According to the folks at theformcentre, Objectif Lune is a breath of fresh air. He can contact them and "nine out of ten times, speak to them immediately, getting an answer straight away." When the technical support people had to investigate a given issue further, they arranged on-line meetings to work out an approach and solution.

An Advanced User
Gets Outstanding Results

theformcentre's unique and complex applications have pushed the envelope regarding what is possible with PrintShop Mail. The Objectif Lune UK technical support team informed Mr. Lee that his print house is "the most advanced PrintShop Mail user in all UK customers," to which Mr. Lee commented "I was really chuffed by that."

By pushing variable data to the limit, theformcentre has positioned itself as a company with answers and results. Business has doubled. Most importantly, the customers are happy.

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