

PrintShop Mail Connect

OL™ Software

What's new?



A single tool for variable data printing and promotional emails

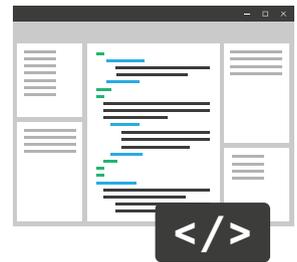
PrintShop Mail Connect makes it much easier to ensure documents are consistent with one another and **speeds up** creation time.

- Use a **single interface** to build and design all your promotional communications
- Have the ability to use a shared set of resources between email and print

Take full advantage of all the possibilities offered by HTML

Now that PrintShop Mail's underlying architecture is HTML/CSS/JavaScript, you gain **flexibility and control**. It's now easy for anyone to use at the office.

- Leave the design to the designer and the content to the writer. You're not a code expert? With our **drag & drop** user-friendly interface, you are sure that you will not corrupt the template, as the changes are not made in the code.
- Use more resources online and grab content such as maps and graphs from the web and include them in your layout.



Easily manage scan marks and speed up mail preparation

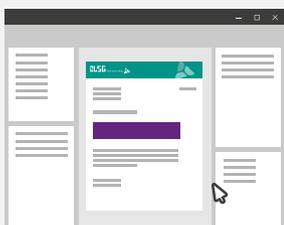
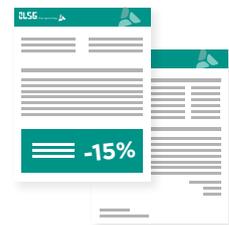
PrintShop Mail Connect improves your **mailing's integrity** with OMR codes and reduces mail preparation time.

- Add the right mark in the right place to drive your folder/inserters
- Manage variable page counts **automatically**

Create documents faster

With Style and Master pages, PrintShop Mail Connect takes **less time to create a document** and it is far easier to manage.

- Maintain your templates by reusing content
- Create reusable letterhead-like pages that can be added anywhere you want



Get personal with your customers

The era of generic mass campaign is over and you need to customise your communications to increase response rates and lead quality. PrintShop Mail is known for its deep personalisation capabilities. Now with PrintShop Mail Connect, email get the same treatment.

- **Create variable images** using dialogs windows instead of programming expressions
- Take advantage of the Point-and-click method

Choose the right solution for your needs with flexible performance options

Do you prefer to pay upfront once?

Maybe you prefer to subscribe and pay a smaller yearly fee?

Choose the option that fits your needs.

License

One time payment.
Yearly maintenance contract.



OR



Subscription

Yearly fee.
Unlimited use.

Choose a personalised solution and gain flexibility, satisfaction and scalability!

- 1** With PrintShop Mail Connect, complex variable data jobs are processed faster and performance is maintained even with large databases.
- 2** Performance packs can be added to the base product to make it output faster. Performance Packs increase output speed up to 7 times when combined!
- 3** If you're dealing with high-volumes and complex jobs, AFP and IPDS output can also be added as options.
- 4** If you need to create high volumes of print documents, you can easily upgrade to PReS Connect. For the first time, PrintShop Mail Connect, PlanetPress Connect, and PReS Connect all have the same designer.



Solutions and options



PrintShop Mail
Connect



Performance
Packs
(up to 3)



PReS
Connect



**PrintShop Mail
Connect**

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