


COMPOSITION



Data meets Design
to drive ppml/VDX production 
on the Nexpress 2100
with pdfExpress for Bill. 

THINK 121



Greetings, Bill Marchiony!

We're so glad you took the opportunity to review our variable data demonstration and benchmark project. We believe that this is perhaps the best way for an industry leader like you to see, in a simple four-page brochure, the power that high



speed, high performance personalized print can yield. Businesses like Marchiony Industries have come to understand just how powerful it is to be able to personalize a printed communication with *graphically rich content* that's relevant to a reader like you, Bill. **The results are tremendous!**

The information in this brochure is all selected and created from data and business rules in a database. It allows us to choose from twenty different front cover styles (this is version 5), twenty images on the back cover, another twenty sports images like the one on the right, a selection of ten drawings like this one here, and twenty different animal photos like the one on the facing page.



Data-driven graphics, also known as charts and graphs, give us the ability to review your purchase history to realize that **you've spent \$50.75** on our widgets in the last year. This is relative to the rest of your spending (a total of \$187.82 according to our records.)

This quick demonstration lets you see how these sorts of things work in general, but to get this level of control into your own hands requires that you put down this beautiful sample and pick up the phone.

Call Think121 today at (724) 275-1230.



There are many ways to look at a print production job, and each perspective addresses an important part of process used to produce the job. An effective workflow addresses all of the various perspectives and brings the job to completion by incorporating each of the job requirements in the most logical and efficient manner.

In this example, we'll discuss a marketing program in which a set of 10,000 postcards is mailed out to Travel Agency customers promoting a vacation they might buy. Because printing is a custom manufacturing process, this example might not apply directly to your typical project, but the processes and procedures tend to be common to all workflows.

Let's take a look at the perspective from each step in the workflow, beginning at the end.

What the customer sees

The customer is going to receive a 6x4 inch postcard printed in full color on both sides.

The card is personalized with his or her name on the front. It includes the travel agency's logo and a photo of the vacation destination, in this case South Beach in Miami. On the back is a personalized note from the recipient's travel agent describing what a vacation to South Beach would be like, and inviting the customer to call so they can take the next step in arranging this season's vacation.



What the Mailer sees

This print run of 10,000 postcards qualifies for a significant postal discount. By sorting the job according to zip code and maintaining that sequence in the cards that are delivered to the Post Office, the mailer can save hundreds of dollars on the \$2,300 they'd pay to send these cards via first class mail. The mailer sees these postcards as a series of cards with a mailing indicia and postal barcode in a specific sequence in postal mailing trays.

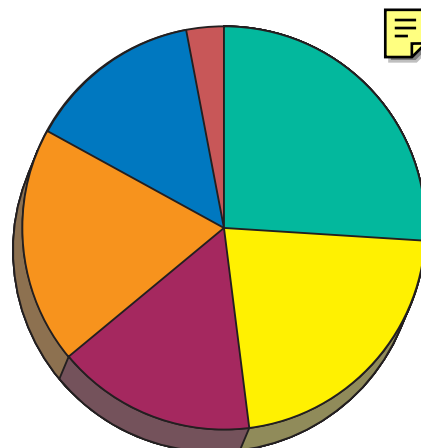
What the Printer sees

These 6 inch by 4 inch postcards are too small to be printed efficiently on a single sheet, so the printer will gang or impose several cards onto a larger sheet that will make the best use of the printing system. Furthermore, these postcards have images that touch the edge of the card (without any white margin) so they'll be printed at a larger size to allow the image to bleed off the edge. After printing, the sheets will be cut down to the finished size.

The imposition will accommodate the characteristics of the print system as well as the finishing equipment. In this example, the printed sheets are going to be trimmed on a manually operated cutter which can accommodate a maximum of 750 sheets, so the print run of 10,000 cards (2,500 sheets) will be broken into three lifts of 625 sheets each. The operator will put each lift onto the cutter to make four

-excerpted from the Think121 White Paper "Introduction to Layered, Object-based Variable Data Workflows."

Analysis of year-to-date performance (as indicated in the pie chart at the right) shows that data-driven graphics make a point in a manner which is clear and easily understood.



Teal	Widgets - \$50.75
Yellow	Whatzits - \$40.99
Purple	Spinners - \$30.12
Orange	Spanners - \$35
Blue	Thingies - \$25.95
Red	Whadevers - \$5.01

**Build value in
digital print with
high performance
personalization.**

THINK 121

724 275-1230
www.think121.com

