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**Lexigraph Provides Shortcut to
Long Term Variable Data Printing Success.**

Harwick, PA – Lexigraph, Inc. together with BFS Business Printing (Boston, MA) are producing their 14th consecutive quarterly brokerage statements for New England Securities (also in Boston). The project began in the summer of 2000, when New England Securities outgrew the manual process they'd been using to prepare and print account books for each of their customers. They lacked printing expertise, so they turned to BFS for output, bindery and fulfillment.

BFS Business Printing was fully prepared to handle the production, but lacked some of the programming and data processing skills required to complete this complex Variable Data Print job. They turned to Lexigraph to produce charts, graphs and text content for the saddle-stitched books. The result was a production database that imported data supplied by the brokerage firm, generated the unique content for each statement as well as a Book Ticket File to merge the graphic components together to print each book on the Xeikon press at BFS.

At the end of each fiscal quarter, the three companies go through the process to turn data from the New England Securities Information System into finished books that BFS mails to each customer.

Room for Growth

The project began almost four years ago with 16 page statements for more than 3,000 accountholders, and was quickly expanded to include an additional account group. In 2003, BFS traded its Xeikon press for an HP Indigo device. Lexigraph provided Argon

Variable Data Proofing and Translation software to allow the job to continue without interruption.

“There’s lots of Variable Data software on the market,” says Joe Kelley, Director of New Business Development at BFS. “We didn’t need more tools – we needed a complete system. Lexigraph acts as our ‘Service Bureau for Variable Data’ to handle the parts that are out of our core area of expertise. We focus on the best service for our customer.”

Lexigraph has completed similar projects for a wide variety of businesses, ranging from health care and employee benefits programs to web-based marketing collateral systems. The company’s production team fills in the areas where partner needs help, and follows up with software, training and support to make the partner self-sufficient whenever they’re ready.

About Lexigraph

Lexigraph offers revolutionary technology and integration for creating personalized, integrated print and web communications for an audience of one or one million. The company delivers PDF based automation, variable data technology and services for Internet, laser printer and digital press. The web-enabled and data-driven pdfExpress™ technology provides complete variability of text and graphics, supports integration with third-party applications and databases, and automates document assembly.

More information is available at www.lexigraph.com.

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