



## Personalization software for PostScript printers

THINK  
PERSONAL  
THINK  
FAST  
THINK  
PRINTSHOP  
MAIL

### PrintShop Mail Workflow

PrintShop Mail makes personalized printing quick and easy. Import design elements and integrate database information, from almost any database format.

Simply drag and drop database fields onto the document layout. PrintShop Mail provides instant previews and a powerful resource checking option to ensure proper printing.

Utilize the comprehensive set of conditional rules for database driven composition. Print variable images and text based upon information in the data for each individual recipient.

Greatly shorten the printing process and decrease network congestion by using the image caching technology of the printer. Once the design is complete, send it to the PostScript® printer. The static elements are only processed once by the RIP, for printing at or near rated speed. This makes variable data printing an efficient one-step process.



ANY DATABASE	ANY DESIGN	ANY POSTSCRIPT® RIP
<p><b>Continue using your desired database:</b>            Dbase (.dbf)            MS FoxPro (.dbf)            MS Excel (.xls)            MS Access (.mdb)            Paradox (.db)            Delimited ASCII (.txt, .csv)            ODBC Support (SQL, etc.)</p>	<p><b>Continue using your desired layout or design application:</b>            Adobe Illustrator®            Adobe InDesign®            Adobe PageMaker®            Corel®            MS Word®            Quark XPress®            Etc.</p>	<p><b>PrintShop Mail supports all major RIP technologies:</b>            Optimized PostScript®            Standard PostScript®            Creo VPS®            Fiery FreeForm®            Fiery FreeForm 2®            PPML            PPML/VDX            Optional: Xerox VIPP®</p>

- Easy database publishing
- Fast flexible print production
- Increased mailing response rate
- Greater document value

## Do you want to catch your readers' attention with a targeted personalized document?



Variable addresses

Select one of  
multi-page design

Variable signatures  
or photographs

Variable information on  
pre-addressed  
business reply cards



Variable  
images

## Or do you simply want to customize your printing?



Layout repetition with various printing order  
and options for easy stacking after cutting



Free fonts included for variable  
barcode printing

Serialization and  
crash numbering

## PrintShop Mail Benefits

- The more you target your reader's interests in your print communications, the more likely they are to read it, remember it, and respond.
- Compared to mass mailings, personalized mailings will increase response rates.
- The personalization of printing will generate revenue increase.
- Easy to learn - create personalized print jobs immediately.
- No programming - the drag-and-drop operation saves you time and money.
- Application independence - use existing design and database applications.
- No network congestion - the optimization of PostScript yields an efficient print production process.
- Increase efficiency - the optimized work flow lets you print at or near rated speed.
- Open architecture - Plugs in easily into your existing workflow.

## PrintShop Mail features

### DESIGN

- Free designer software
- Free bar code fonts included (Code 39, UPC/EAN, Interleaved 2 of 5, Code 128, Codabar, MSI Plessey, POSTNET)
- Making database links on the design is an easy drag-and-drop
- Comprehensive set of conditional rules for database driven composition ("Expressions")
- Unlimited use of variable images, such as photographs, signatures, etc.
- Use any font, any size, or color
- Supports Unicode and Double-Byte characters (depending on Operating System)
- Word wrap
- Textbox overflow
- Snap frame to content
- Snap content to frame
- Color picking
- Instant preview to see results
- PDF support is based on Adobe Acrobat availability

### PRODUCTION

- Page picking per record in multi-page designs
- Preflight check on variable data
- Serialization and crash numbering
- Layout repetition and Multi-up printing, such as label printing
- Print through-the-stack for easy sorting of multi-ups after cutting operation
- Paper tray selection (depending on printer capability)
- Subset finishing (depending on printer capability)

### PRINT AUTOMATION

Optional: enable for automated printing like in Web-To-Print applications, using:

- Command Line Arguments,
- Extended Scripting,
- DDE
- Hotfolders