

VARIABLE DATA PRINTING

Hello Rick Weiss,

Are you hitting your target audience with your printed materials? Could you better reach your audience by addressing each company or individual specifically? Would a more personalized approach to printing attract more business? If you answered 'yes' to any of these questions, then you need to check in to what Insty-Prints Rochester can do for you.

Imagine your newsletter personally addressing each client individually, or your brochure using different photographs to tailor a unique message to every customer. Our digital black and white, and color printers can print unique and personalized documents that can improve communication between you and your clients. This more intimate form of communication has been proven effective in improving response rate and time, order size and frequency and most importantly a better bottom-line.



As one of our valued newsletter customers, we'd like to take your newsletter to the next level by personalizing each one. Address each newsletter personally; even include specific photos tailored to each of your clients. The sky is the limit with our variable data printing.

The Future of Business Printing is Here

Target your client's individual tastes or preferences to establish a more intimate form of communication. Promote a product frequently purchased by that client.

Dear Rick Weiss,



Nothing is going to capture the attention of your client more than addressing each of them personally.



Variable data allows you to provide specific information directly related to your client's purchases. In addition, you can use variable data to introduce new product and brands to your clients.



1629 N Broadway
Rochester, MN 55906

RETURN SERVICE REQUESTED

PRESORTED
STANDARD
US POSTAGE PAID
ROCHESTER, MN
PERMIT NO 126

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unique

So, what exactly is variable data printing and how can we make it work for you? Right now, you probably encounter any number of variable data occurrences on a daily basis, and you don't even realize it. Direct mail and financial statements are two prime examples of variable data printing. In its most basic form variable data printing is similar to "mail merging." However, this type of variable data printing just scratches the surface of our capabilities. Documents can be set up with static information, then added to with more specific information at the time of printing. Addresses, individual names, pictures and graphics can all be interchanged according to a specific document layout.

personalized

Now, the question becomes how can this apply to you and your business? The sky is the limit here at Insty-Prints, so come in and let us help you set up variable data jobs that will blow your clients away.