RICOH

PrintShop Mail Suite
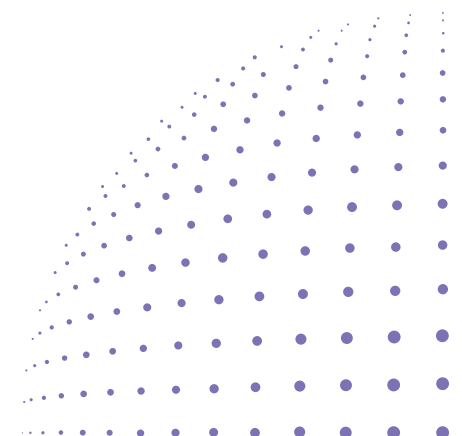## Promotional personalised printing made easy.

Introduction

PrintShop Mail Suite is a software solution that lets you create dynamic, database-driven documents quickly and easily. Using it you'll achieve faster time to market, higher response rates, better customer service, more ways to generate revenue, higher productivity, more up-to-date information and reduced costs as well as efficient targeting of your customers.

Benefits

Use PrintShop Mail Suite to personalise the look and content of direct mailings, postcards, brochures, newsletters, certificates, business cards and flyers and you'll easily increase reader interest, data retention and fact learning with your personalised, relevant messages. Compared to traditional mass mailings yours will achieve higher response rates and revenue, helping you create long-term relationships with your clients and build loyalty. Most significantly, by printing variable images based on information unique to each recipient, you'll lever the real potential of your data and grow sales and profit.

PrintShop Mail Suite uses any design, any database and all major RIP technologies which gives you many important benefits. The software is easy to learn, letting you create personalised jobs instantly. No programming is needed, it's a drag-and-drop operation that anyone can grasp, saving you time and money. You can use it with any existing design and database applications. PostScript is optimised to free up networks for an efficient print production stream and the architecture integrates easily into your existing workflow. Support for the embedded finishing commands streamlines the entire production process.

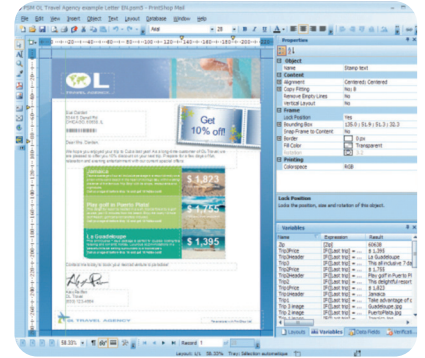**PRINTSHOP MAIL SUITE**

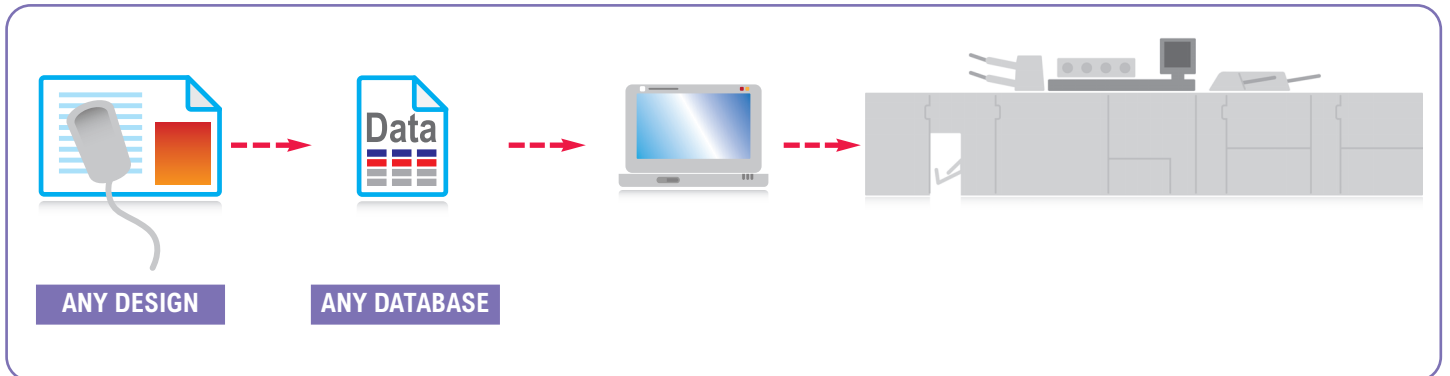# PrintShop Mail Suite

FEATURES

Design

- Designer software included

- Instant preview and warning display for verification and error prevention before printing

- Extensive barcode library

- Unlimited use of variable images, such as photographs, signatures, etc.

- Supports Unicode and double-byte characters

- Word wrap and textbox overflow

- Snap frame to content or snap content to frame

- DirectSmile connectivity

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

- Subset finishing

- Print automation

WORKFLOW

ANY DESIGN

ANY DATABASE

PRINTSHOP MAIL SUITE

RICOH

Office Solutions   Production Printing   Managed Document Services

www.ricoh-europe.com