

**VARIABLE DATA PRINTING BENEFITS!**

## How about a mailer response rate of over 30 percent?

The Orlando, Florida based Brekel Group is comprised of several communication companies ranging from publishing to digital print production. While the benefits of personalized printing have long been understood by them, they did not know how to approach it.

Then one of their vendors proposed using PrintShop Mail. "This was exactly what we needed to get started with a personalized print product" said Chris NeJame, Vice President of Marketing at the Brekel Group. "This product is so easy to use, affordable and allowed us to use the same workflow for our black and white and color devices. We trained our pre-press staff on PrintShop Mail, and educated ourselves by developing personalized campaigns. Now we can target our own customer base, by including variable images and messages based on the recipients SIC codes and corresponding business environment."

One of the Brekel Group subsidiaries, the Griffin Publishing Group, is the official publisher of the World Olympians Association and an official licensee of the United States Olympic Committee. The variable data aspect of PrintShop Mail allowed Griffin to personalize their newest publication, "Journey of the Olympic Flame". Torch runners are able to order a customized version of this commemorative book over the internet. Each runner can have his or her picture included on the back cover, along with the city and state where the individual's run took place. The book is filled with inspiring and uplifting stories designed to connect readers more closely to the spirit, athletes and ideals of the Olympic Games.

"We used PrintShop Mail for two phases of this project", explained NeJame. "The first was with the mailer that went out to the torch runners, over 11,000 in all. The second was with the actual production of the book. With past direct mailings the response rate was about one to three per cent. But with this personalized mailing, well over 30 per cent of the recipients replied, placing orders for the Olympic book. As a result of this overwhelming response, the revenue we received from this project far exceeded our expectations".

"The production of the Olympic book is just one of the variable data printing projects we do" concludes NeJame. "PrintShop Mail is successfully used on a daily basis for our own marketing activities, and for customer jobs. We couldn't live without it!"

Variable information printing is fast turning out to be the main advantage of digital printing. Why? Because you are able to deliver a much more personal and targeted message. Personalized printing is a powerful way of improving your communication to customers. Most of all, it shows that you pay special attention to each individual customer. That is true personal communication. Do you know a better way to communicate through printing?

