

VI PRINTING YIELDS DRAMATIC BENEFITS**Variable information (VI) printing is rapidly becoming the key advantage of digital printing.****Consider the following case:**

Mission Pharmacal is a pharmaceutical company in San Antonio, Texas, which regularly sends out marketing mailings to customers. The 20,000 pieces per mailing that were sent out until last year were generally well received. However, the response rate was not higher than about 5%.



This success was made possible with the help of the Xerox Color Specialists: Robin Fry (left), Christine Boehme (right) and Glenn Reeh (not pictured), and Nancy Crawford, Mission Pharmacal Graphic Communications Director (center).

Then, Nancy Crawford, Graphic Communications Director at Mission, acted on her interest to increase the response rate. After meetings with a team of Xerox specialists, the decision was made to personalize the mailings. Using 'PrintShop Mail', a fast and flexible VI printing tool, an attractive two-sided mailing document was produced.

Much to their delight, the response went up dramatically, from 5% to well over 20%! And the responses were sent in about 40% faster. Based on these results it was decided that all further mailings, and even other applications, were to be personalized. The average response rate stayed just below 20%. One mailing generated a 28% response! As Nancy Crawford concluded: "Without the variable data aspect of the application that was made possible by PrintShop Mail, Mission Pharmacal would not be investing in a digital press solution from Xerox."

This is not the only success story. Car dealers, mailing houses, retail businesses, educational institutions, and many other organizations are discovering the tremendous benefits of personalized printing. Variable data printing is fast turning out to be the main advantage of digital printing. Why? Because, you can be much more personal in your communication. And that has proven to be very effective. It is also very cost-effective. Any organization benefits by personalized communication as it allows them to address this specific needs of each individual customer.

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?



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