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Johan Nise  
Digitalprint, JMS Mediahus Syd



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Not everybody knows that JMS Media System is the third largest supplier in Scandinavia in its market. Although the company is divided into a multitude of companies today and despite its size, JMS Media System has over the years managed to have a close and personal relationship with its customer base.

They consider themselves to be a true "supermarket" for printing production and like any "supermarket", this is where you go when you want a wide variety of offerings. This has certainly been a huge success.

The organization is divided into nine different business units with a total of approximately 550 employees. With its "supermarket" approach, some of the offerings consist of Direct Marketing, CRM activities, magazine and newspaper production, catalogue production, large format, point of sale materials, exhibitions, fairs and other promotion materials.

JMS has made it easy for their customers to find the right mix for their specific needs - with true one stop shopping. Furthermore, JMS offer their customers services in web production, media production, media archiving, finishing and distribution, the idea being to create a stable and flexible platform for all their customers' requirements.

### The need for VDP, Variable Data Printing, increases

At JMS Mediahus Syd in Malmo there is conventional sheet offset production, digital printing, pre-press, large format, finishing, distribution and a department for promotional products. We are talking to Johan Nise at JMS Mediahus Syd in Malmo; He is telling us how the evolution in digital print has led to more variable and personalized printing. This could be anything from point of sale material to the name tag in the big marathon race. "We are putting a lot more effort into spreading the knowledge of the possibilities with VDP. We have come a long way



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from early days of VDP with letters starting with "Dear Elisabeth, are you aware of..." etc. Today the opportunities are endless with the possibility of changing text, images and graphics such as EAN codes and so on", Johan tells us.

### Simple and compatible with all PostScript printers

"The only way to realize all our variable printing ideas was a mature and well established software solution. It had to be easy to use and possible to print to any PostScript printer in the market" Johan adds.

Three years ago, JMS Digitalprint realized that the software PrintShop Mail fulfilled all their expectations and it has continued to set the highest possible standard. Apart from the fact that the people working with Variable Data Printing very quickly could start using PrintShop Mail, all the printers could immediately start receiving documents created in PrintShop Mail.

### All the flexibility you need

PrintShop Mail makes Variable Data Printing possible from most of the layout and database applications available in the marketplace. In the business unit digital print there are output devices for both black and white and color. These printers come from Xerox, Xeikon and HP Indigo.

With PrintShop Mail you can print to all these devices which creates a great variety of choices and opportunities. The only thing necessary is for the printer to accept PostScript files.

### Number tag with number, name and flag

To show some of the possibilities of personalized printing, Johan tells us of some interesting projects to which JMS could give the customer the added value of VDP technology.

"For instance, today we do several adaptations of number tags for marathon races, the starting point being the customer database with starting number, name, nationality etc. With this information we can present a number tag with a starting number as is the normal procedure, but we can also include a name if, lets say, a celebrity is participating and with his or her name creating attention to the event. We can also create a database with the flags of the participating nationalities that will be printed variably on the number tags."

***“PrintShop Mail supports many formats and all the output options available to us. This way we have all the choices we need for personalized printing. It is also a big advantage that it is easy to train our staff in using the product with very professional results”.***

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### Retailing has adapted VDP

JMS have always worked side by side with the retail industry and VDP has gained terrain even in this area. With a database and a graphical profile any department store can find many useful applications for VDP in its business.

Every week, new point of sale material is created, 50x70 signs in the store and 70x100 signs on the outside and so on. As products arrive or during specific campaigns the text of the signs can automatically be varied in pre-prepared templates for each corporate identity.

***"A perfect feature in PrinShop Mail which is incredibly useful in these types of production is the possibility of dynamic text says Johan Nise with a smile. With PrintShop Mail, the size of the text is regulated automatically to fit into the text area of the template. This speeds up our delivery time and is perfectly suited for retailers."***

### One master and an enormous amount of prints

When printing with PrintShop Mail there is no burden on the network apart from the master layout which minimizes the risk of overloading the network. This is regardless of the amount of variable prints that are being made with the same layout. In the master is the original layout with text and objects.

### All formats. Connection to database with drag and drop

In the master layout document you easily make the connections you want with the database through drag and drop. You can directly see the link to text, image, EAN codes etc in your layout.

"As it is often the customer's database that controls the variables in the document, it's a big advantage that PrintShop Mail can interpret all types of formats. Regardless if the customer gives us variable data in the form of XML, SQL, Excel or Access, PrintShop Mail will take care of it" according to Johan Nise. "The most common one we get is tab separated text."

### Simple Preview

An important function in light of the fact that a lot of the jobs are very large is the preview one. All pages containing variable data can be previewed which makes it easy to randomly check if the whole is correct and of a satisfactory quality.

### New business opportunities has been created

Johan continues to tell us about his good experience with personalized printing and the new business opportunities that has materialized.

"Theoretically you can create a layout with an extensive number of variations with this technology. There are no limitations and above all; it is so easy! Because of this we are working diligently with the advertising agencies to increase their awareness and knowledge of VDP. We have more orders and see a potential in increasing even more which we are certainly going to capitalize on. Since our customers now understand the potential in VDP, this is also driving more business."

### "Ease of use and the output options are the big advantages"

In PrintShop Mail, Johan Nise and his colleagues have found a reliable working tool for variable data printing. Johan concludes by summarizing their experiences of the product.

"PrintShop Mail supports many formats and all the output options available to us. That way we have all the choices we need for personalized printing. It is also a big advantage that it is easy to train our staff in using the product with very professional results" according to Johan Nise.

### What can you do with PrintShop Mail?

- Personalized newsletters and direct mail;
- Pre-printed reply coupons or cards;
- Labels;
- Numbered tickets;
- Personally adapted certificates and diplomas;
- Display materials for shelves, posters and further.

