

## VARIABLE INFORMATION PRINTING YIELDS DRAMATIC BENEFITS! How about a 10% revenue increase?

By Hans Huijsing

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Progress Digital Printing is a commercial printer in Zoetermeer, Holland, that got started in digital printing in 1993 when they bought their first Docutech 135. At that time they received the first orders for personalized printing. Initially, Mail Merge was used, but with the increase in orders for personalized printing, Progress could not afford to accept them all. It was simply too slow, and congested the network.

Then, a Xerox specialist recommended they use PrintShop Mail. This print production tool proved so efficient in handling variable print jobs, and was so easy to use, that Progress decided to actively promote the use of Variable Information (VI) Printing to its customers. And that was not without results!

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?



Ten percent extra revenue was generated with Variable Information (VI) printing done by Fred Hagg, Owner and Managing Director of Progress Digital Printing, and Anne Britt der Hoeven, production manager.



"Variable data printing has generated hundreds of thousands of dollars in additional revenue for us", says Fred Hagg, owner and managing director of Progress. "Last year about ten percent of all our business consisted of variable data jobs using PrintShop Mail. We had to invest in two more digital Xerox presses to handle all the variable information printing orders. The funny thing is, that we have received extra orders as a direct result of VI printing jobs. One of our accounts, a publisher, ordered a small personalized mailing job. They were pleased with it, and immediately placed an order for 1.7 million prints".

This cross-selling effect is only one of the benefits of variable information print production. "Customers won't give you their database information unless they trust you" explains Hagg. "Variable data printing has proven to strengthen my customer relationships. And once we've printed one job, there will always be more and bigger jobs." Hagg concludes "Thanks to PrintShop Mail we expect to earn many hundreds of thousands of dollars more on variable information print jobs in the future".

