

PRINTSHOP MAIL SUITE



HIGH-SPEED CREATION & PRINTING
OF 1 TO 1 COMMUNICATIONS



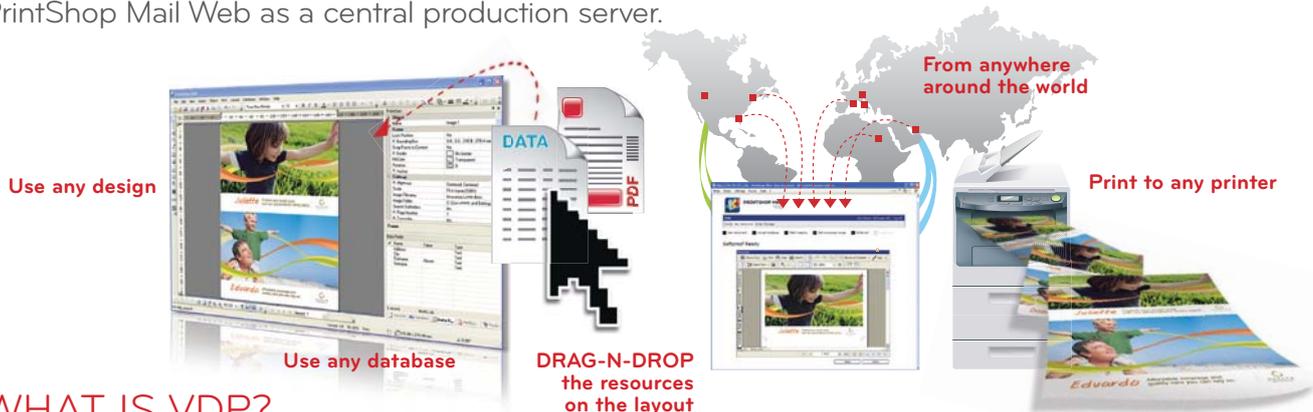
TABLE OF CONTENT

PrintShop Mail	3
Brochure	4
Letter	6
Postcards	8
Business cards	10
Tickets	12
Gift Certificates	14
Flyer	16
Newsletter	18

PRINTSHOP MAIL SUITE IS A STANDALONE VARIABLE DATA PRINTING COMPOSITION TOOL, EASY TO USE FOR BEGINNERS WITH ADVANCED CAPABILITIES FOR EXPERTS.

It optimizes VDP production process by minimizing set-up time and maximizing printing speed.

With PrintShop Mail Suite, merge **any design** with **any database** and print on **any printer**, now from **anywhere around the world** with PrintShop Mail Web as a central production server.



WHAT IS VDP?

VDP stands for **Variable Data Printing**.

It is a printing process in which **elements** such as images and text **change** from one printed piece to the next, **using information from a database**.

WHAT IS IT USED FOR?

In its simplest form, **mail merge** constitutes VDP. But, the true potential of VDP lies in the **personalization of promotional documents**.

WHY DO IT?

Because VDP is proven to:

- Increase response rates
- Increase order value
- Increase revenues
- Decrease response time

WHY PRINTSHOP MAIL SUITE?

Because it will allow you to **master VDP** without the hassle! You can't go wrong; PrintShop Mail Suite has been **the leading VDP software for over 15 years**.

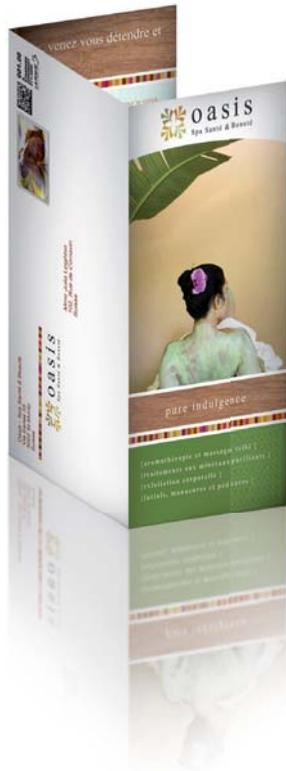
- Learn how to use it quickly with a very user-friendly interface and dynamic online training tools
- Create VDP print jobs in minutes with extensive drag-and-drop functionalities
- Cut down on production time with short set-up time and speedy print stream creation
- Print high-volume mail merge fast with output optimization
- Save on postage with an extensive barcode library
- Comes with OL Care, an extensive maintenance plan including online training, updates, upgrades and technical support

TYPICAL APPLICATIONS

- Addressing, postal barcoding
- Production level mail merge
- Postcards and other direct mail pieces
- Numbering, tickets, serialized leaflets
- Business cards



BROCHURE



Create promotional brochures that are sure to grab readers' attention!

- Easily customize content and messages for each recipient
- Increase response rates, revenues and brand awareness
- Speed up production time while reducing costs
- Benefit from postal discounts

PrintShop Mail allows easy creation of promotional personalized documents using information found in a database, increasing response rates, revenues, and brand awareness.

Produce dynamic documents that will adjust automatically based on the recipient's profile and characteristics such as language, location and purchasing habits easily and quickly using PrintShop Mail's advanced and intuitive document design features. As a result, reduce production time, benefit from cost and error reductions and reduced time to market.

Create a self-addressed brochure easily, thus eliminating the need for envelopes and their associated cost. No envelope stuffing required! Easily add postal barcodes to benefit from postal discount or print through the stack for additional discounts.

Personalized brochures based on recipient profile, language or geographical location speed up production time



Data driven text and images for targeted, personalized communications in different languages and paper format

Word wrap and text box overflow resizes text automatically for multilingual text integration in a single layout

Variable text to personalize the flyer to the recipient's name

Lea, leave all your troubles behind and feel refreshed and invigorated.

Lea, leave all your troubles behind and feel refreshed and invigorated.



Allow yourself to be indulged with one of our beauty and body programs designed to relax and tone using only pure and natural ingredients, or a massage and facial for deep cleansing and exfoliation to rebalance your skin and boost your natural radiance leaving you refreshed, relaxed and invigorated. Our beautiful mountainside resort is the perfect destination to restore not only your natural beauty, but also recharge that magic glow that comes from within.

{The skin is the mirror of our faces and bodies}

Configurable bleed margins adapt to all needs, whether you include them in the background, add them to the layout or configure them at page level

At the Oasis health and beauty Spa our beautiful mountainside setting naturally lifts your spirits, leaving you inspired, and ready to receive something truly wonderful.

Our Spa & Wellness Centre is a peaceful, intimate sanctuary in an incredible natural setting. Located

unparalleled mountain views, a soothing waterfall pond, sun dappled forests, and the warm, grounding,

Room can accommodate larger classes of 15 people. Whether you come to escape, unwind or restore

Call today for an appointment and to



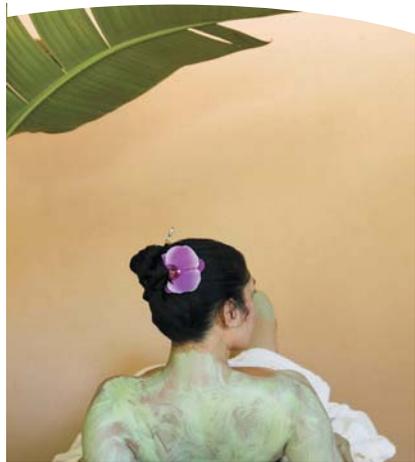
{reiki }
Whether you come to escape, unwind or restore your energy, our goal is to help you experience a better balance of body, mind and spirit. Our highly trained Reiki specialists will take care of you with rejuvenating treatments, transformational classes and retreats that counter the stresses of day-to-day life.

Reiki is a Japanese technique for stress reduction and relaxation that also promotes healing, creating many beneficial effects that include relaxation and feelings of peace, security and wellbeing. Reiki treats the whole person including body, emotions, mind and spirit. Combined with massage, a treatment feels like a wonderful glowing radiance that flows through and around you.



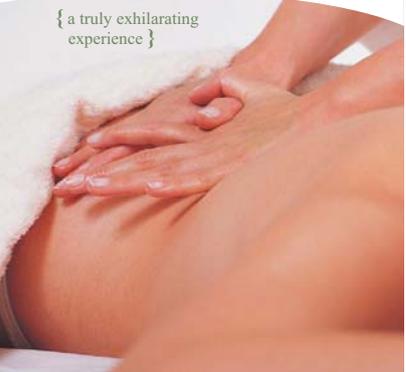
Mme Lea Maurer
34, Huberlain
6012 Lucerne
Switzerland

oasis
Health & Beauty Spa



pure indulgence

{aromatherapy and reiki massages }
{mineral and detox treatments }
{full body exfoliation }
{facials, manicures and pedicures }



{ a truly exhilarating experience }

Oasis Health and Beauty Spa
Vesle Châtel 12
3690 Anderer
Switzerland



Folding lines for quick and easy finishing

LETTER



Take mail merge to the next level with automated personalization and faster production.

- Communicate effectively with your customers
- Personalize the message for each recipient
- Shorten the printing process
- Decrease network congestion

Mail merge is a common task when communicating vital information to customers. Make sure your message gets through by creating a high impact color document with personalized messages and images.

PrintShop Mail's powerful PostScript print stream and caching technology allows for a greatly shortened printing process and network congestion decrease by sending only the data to the printer. This is especially obvious when comparing with traditional mail merge tools.

Transform your traditional mail merge by automatically adding targeted promotions to the mix, and increase sales, brand awareness and customer retention!

Localized stationery based on recipient profile gender, language or geographical location speed up production time





Oasis Health and Beauty Spa
Via Serlas 35
5005 St-Moritz
Switzerland

Variable text to add targeted promotional messages

Automated inclusion of the date

September 29, 2008

Ms. Michelle Lowe
54, Great Peter Street
Forest Gate London

Variable address positioned for a window envelope eliminates the need for labels

*Michelle,
the Intermediary
Yoga classes start
November 12th, do not
forget to register!*

Dear Ms. Lowe,

Personalized greeting

Thank you for choosing oasis health & beauty spa for all your relaxing and pampering needs. Your VIP membership will expire on December 31st, 2008.

If you wish to continue to benefit from all the advantages provided to our VIP members you will need to renew your membership.

Why renew?

- To benefit from the personalized care of your personal
- To have access to the VIP treatment rooms, including inhalation steam room
- To relax between treatments in your personal sanctuary with fresh fruits and refreshments served.
- To benefit from VIP rates on retreats and special events.

Text box overflow resizes text automatically to fit the space available

Variable images for the insertion of the appropriate sales representative signature

Lorie van Houtten, pre-filled with your information for your convenience. Receive a 10% off your membership renewal fees.

For more information about the VIP Membership, please contact me at any time, it will be my pleasure to assist you in any way I can.

Best regards,

Lorie van Houtten
VIP relations director
+022 520 61 71



Object anchoring allows the signature to follow the length of the body of the letter and the representative's contact information to follow the signature

Variable contact information relevant to the recipient



POSTCARDS



The secret to a successful promotional campaign is a well-targeted audience. Add personalization to the mix and yield significant results!

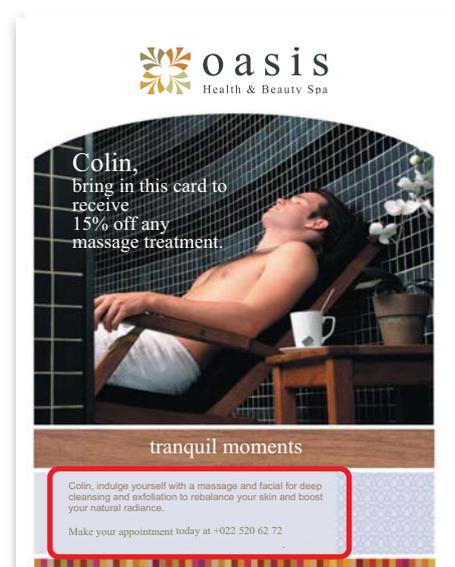
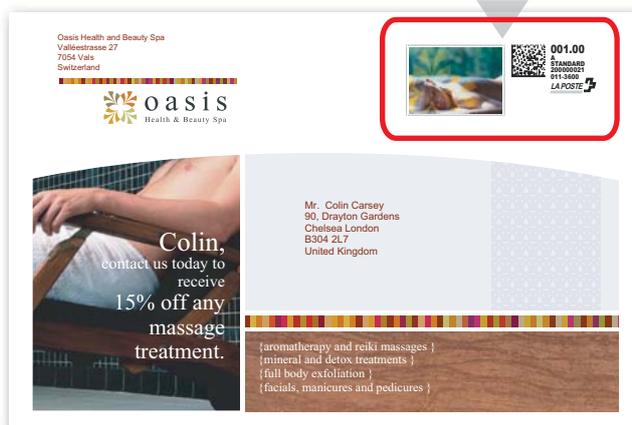
- Significantly increase your campaigns' ROI
- Save time and money with powerful design and production features
- Benefit from postal discounts

Personalization is more than a name on a card. Adding personalized messages and images based on customer information you already have in your database has a proven positive impact on a campaign's ROI. Create instant appeal with personalized images and eliminate envelopes for an eye catching mailing.

In this case, the picture in the background changes according to gender, tailoring the message to a specific audience. The promotional offer also varies from one customer to the next based on purchasing history, which helps maintain customer loyalty and increase retention and response rates.

Save time and money by using PrintShop Mail's layout repetition and multi-up printing feature and add postal barcodes to save on mailing costs.

Add postal barcodes to benefit from postage discounts



Personalized promotional offer based on recipients' data helps maintain customer loyalty

Colin, indulge yourself with a massage and facial for deep cleansing and exfoliation to rebalance your skin and boost your natural radiance.

Make your appointment today at **+022 520 62 72**

Variable phone number specific to the branch visited by the customer

Dynamic backgrounds depending on recipients gender, language and geographical location simplify the production process

Layout repetition and multi-up printing for space maximization and waste reduction, cost savings and faster production time



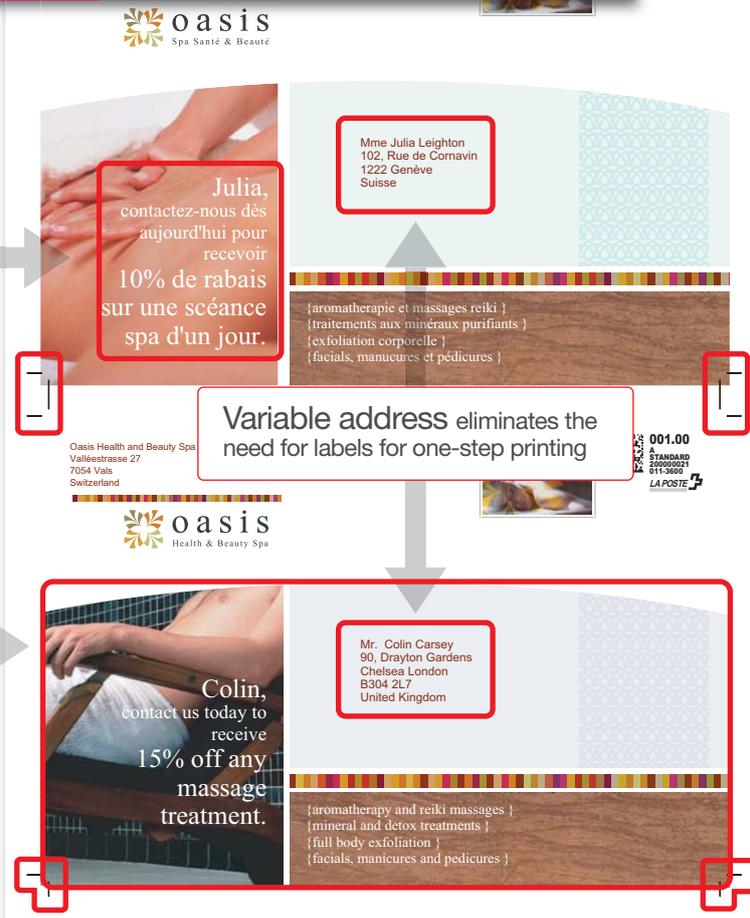
Data driven text and images for targeted, personalized communications in different languages and paper format

Variable text to personalize the postcard to the recipient name

Word wrap and text box overflow resizes text automatically for multilingual text integration in a single layout

Empty lines removal capabilities from a variable text box for perfectly formatted output.

Variable images increases readers attention



Variable address eliminates the need for labels for one-step printing

Configurable bleed margins adapt to all needs, whether you include them in the background, add them to the layout or configure them at page level

BUSINESS CARDS



Simplify to a maximum the creation of business cards with PrintShop Mail's powerful yet easy to use multi-up and layout repetition features.

- Increase productivity in day-to-day office tasks
- Save time with powerful production features

Make the recurrent task of creating business cards for new employees a breeze by creating a template once and simply modifying the database when needed.

PrintShop Mail will automatically adjust the multi-ups layout to the number of records in the database and offers print-through-the-stack feature to reduce paper waste and allow easier sorting of the business cards after cutting, making production more efficient.

Print through-the-stack for easy sorting of multi-ups after cutting operation



Layout repetition for space maximization and waste reduction, cost savings and faster production time



Variable contact information

Configurable bleed margins adapt to all needs, whether you include them in the background, add them to the layout or configure them at page level

Crop marks for easy trimming of the document to its finished size

TICKETS



Easily create colorful branded tickets at low cost for successful promotional activities.

- Increase production speed with powerful design features
- Enhance brand awareness and corporate image
- Print in-house for quick turnaround

Raffle tickets are a great way to collect data on your customers while generating customer traffic in your place of business. You can use the data collected to launch a targeted promotional campaign at a later time, thus increasing this activity's ROI dramatically.

The sequential numbering functionality is one of PrintShop Mail's powerful and yet easy to use features that allow to rapidly create a template documents such as raffle tickets, while the multi-up design capability increases production speed.

Once the template is created it becomes easy to repeat the activity but customize the tickets for different events for an enhanced image and better brand recognition.

Backgrounds called dynamically depending on recipients language and geographical location simplify the production process



Split jobs for faster printing and creation of separate ticket books to sell



Layout repetition and multi-up printing for space maximization and waste reduction, cost savings and faster production time

Name: _____
Address: _____
City: _____ State: _____
Country: _____ Zip: _____
Phone: _____
Email: _____
 Receive our newsletter


Win a 2-day spa retreat
{ aromatherapy and reiki massages }
{ mineral and detox treatments }
{ full body exfoliation }
{ facials, manicures and pedicures }


essential escape

065434 065434

Sequential numbering functionality for ticketing applications

Print through-the-stack for easy sorting of multi-ups after cutting operation

Name: _____
Address: _____
City: _____ State: _____
Country: _____ Zip: _____
Phone: _____
Email: _____
 Receive our newsletter


Win a 2-day spa retreat
{ aromatherapy and reiki massages }
{ mineral and detox treatments }
{ full body exfoliation }
{ facials, manicures and pedicures }


essential escape

065433 065433

Name: _____
Address: _____
City: _____ State: _____
Country: _____ Zip: _____
Phone: _____
Email: _____
 Receive our newsletter


Win a 2-day spa retreat
{ aromatherapy and reiki massages }
{ mineral and detox treatments }
{ full body exfoliation }
{ facials, manicures and pedicures }


essential escape

065432 065432

Crop marks for easy trimming of the document to its finished size

Name: _____
Address: _____
City: _____ State: _____
Country: _____ Zip: _____
Phone: _____
Email: _____
 Receive our newsletter


Win a 2-day spa retreat
{ aromatherapy and reiki massages }
{ mineral and detox treatments }
{ full body exfoliation }
{ facials, manicures and pedicures }


essential escape

065436 065436

Name: _____
Address: _____
City: _____ State: _____
Country: _____ Zip: _____
Phone: _____
Email: _____
 Receive our newsletter


Win a 2-day spa retreat
{ aromatherapy and reiki massages }
{ mineral and detox treatments }
{ full body exfoliation }
{ facials, manicures and pedicures }


essential escape

065440 065440

GIFT CERTIFICATES



Use the power of personalization and exceed your customers' expectations.

- Differentiate yourself with value-added services
- Save time and money with powerful design and production features
- Increase efficiency in internal processes
- Boost brand awareness and improve corporate image

Gift Certificates personalized to the recipient and with the name of the person or company offering it, are a very interesting value-added service for corporate clients.

Use the powerful design tools of PrintShop Mail to create and print books of gift certificates, personalized for each of your branch offices or simply vary the look and feel, depending on the occasion.

Use PrintShop Mail's multi-up feature to save on printing costs and increase production speed for a quick turn-around. The serialization and barcode capabilities adapt to any internal pricing process and make for easier tracking.

Barcodes provide better tracking and consistent pricing information

Serialization for better tracking



Variable text to personalize with recipient and client names

Silas,
a relaxing gift for you from
Objectif Lune

Date: 2008-09-25 Expires: 2009-09-25

Automated expiration date set for one year after purchase

Layout repetition and multi-up printing for space maximization and waste reduction, cost savings and faster production time



Data driven amount

Conditions make personalized price formatting possible based on country (€ vs. \$)



Configurable bleed margins adapt to all needs, whether you include them in the background, add them to the layout or configure them at page level

Crop marks for easy trimming of the document to its finished size

FLYER



Differentiate yourself from the competition and increase your sales by sending targeted relevant information to your customers in one low-cost operation

- Save on postage costs
- Easily send targeted promotional communications
- Increase production speed with powerful design features

PrintShop Mail's powerful design capabilities allow to create self-mailing flyers easily, with no envelopes or shipping labels, by integrating the recipients name and address in the layout for one-step printing.

Save on postage costs by easily adding postal barcodes. Customize the look and feel of the flyer with simple business rules varying content and images for targeted communications and increased sales.

Add postal barcodes to benefit from postage discounts

Carl, your favorite spa has a brand new offer for you!

Variable text to personalize the flyer to the recipient's name

Mr. Carl Vaya
122 Sheperd Street
Mayfair London
A420 9C3
United Kingdom

Variable address eliminates the need for labels for one-step printing

oasis
Health & Beauty Spa

Carl, your favorite spa has a brand new offer for you!

- {aromatherapy and reiki massages }
- {mineral and detox treatments }
- {full body exfoliation }
- {facials, manicures and pedicures }

{Come discover the benefits of Reiki }

Oasis Health and Beauty Spa now offers Reiki Treatments.
Make an appointment today to discover the relaxing and healing
benefits of a Reiki massage with one of our Reiki Specialists.

**Carl, get 15% off
a Reiki discovery package**

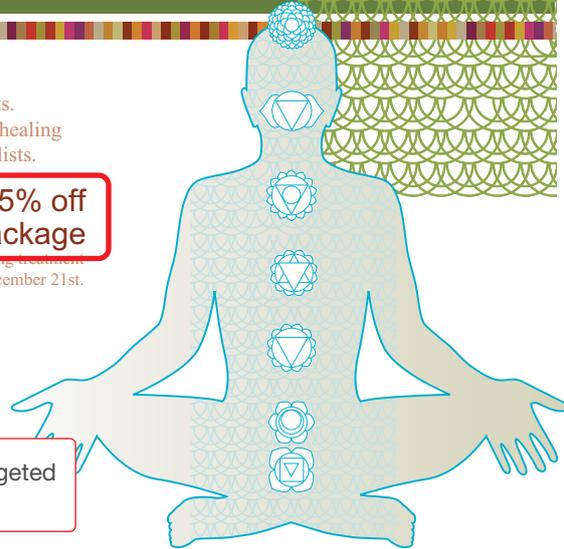
including a 2 hour Reiki Massage and rejuvenating treatment
if you make an appointment before December 21st.

{Reiki }

Whether you come to escape, unwind or restore your energy, our goal is
to help you experience a better balance of body, mind and spirit. Our
highly trained Reiki specialists will take care of you with rejuvenating
treatments, transformational classes and retreats that counter the
stresses of day-to-day life.

Reiki is a Japanese technique that also promotes healing, relaxation and feelings of
the whole person including body, emotions, mind and spirit. Combined
with massage, a treatment feels like a wonderful glowing radiance that
flows through and around you.

**Variable text to add targeted
promotional messages**



paradise found

**Carl, call us today and get
15% off your Reiki treatment.**



Oasis Health and Beauty Spa

At the Oasis health and beauty Spa our beautiful mountainside
setting naturally lifts your spirits, leaving you inspired, and ready
to receive something truly wonderful. To enrich your journey, we
have created an integrated menu of spa treatments and
inspirational retreats designed to enhance your physical, mental
and spiritual well-being.

Whether you come to escape, unwind or restore your energy, our
goal is to help you experience a better balance of body, mind and
spirit. Our highly trained specialists will take care of you with
rejuvenating treatments, transformational classes and retreats
that counter the stresses of day-to-day life. Our beautiful
mountainside resort is the perfect destination to restore not only
your natural beauty, but also recharge that magic glow that
comes from within.

Oasis Health and Beauty Spa
Via Serlas 35
5005 St-Moritz
Switzerland

Phone: **+022 520 61 71**
www.oasis.ch

**Variable contact information
relevant to the recipient**

NEWSLETTER



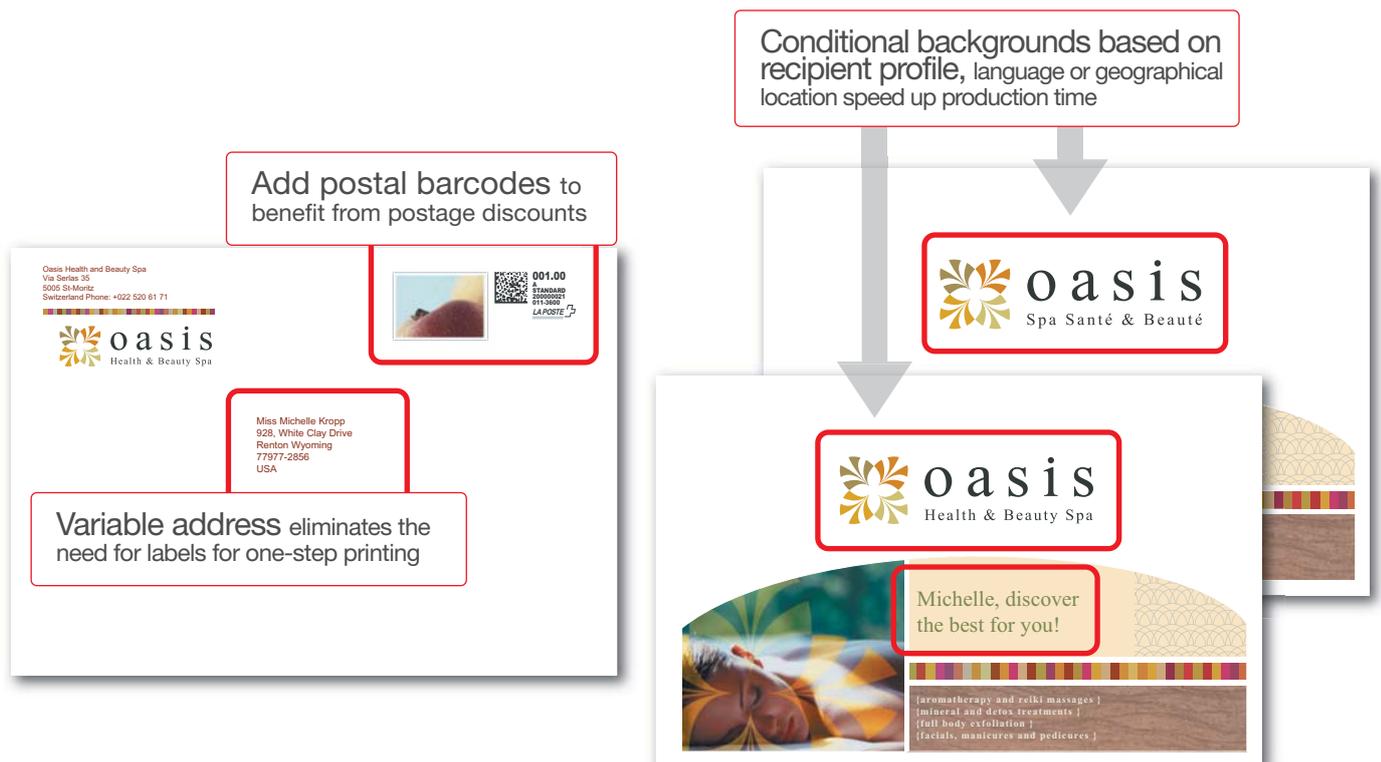
Easily design striking and colorful newsletters that your customers will actually want to read.

- Deliver personalized targeted messages meaningful to your audience
- Increase brand awareness and corporate image
- Eliminate unnecessary handling
- Save on man-hours and production time
- Create low-cost high-ROI projects

PrintShop Mail allows you to create newsletters at low cost, by removing all the unnecessary steps and streamlining the print production process.

No envelopes and no shipping labels eliminates a lot of handling and the associated costs. Adding automatically the correct return address and shipping address means one print job for the entire project, saving on man-hours and production time. You can also easily add barcodes to add to your postal discounts.

Add to that the high response rates generated by a personalized and colorful document and you end up with a low-cost high-ROI project!



Folding lines for easy finishing procedures



{ Reiki massages }

COME DISCOVER THE BENEFITS OF REIKI

Your favorite spa now offers Reiki treatments and massages. Oasis Health and Beauty Spa now offers Reiki Treatments. Whether you come to escape, unwind or restore your energy, our goal is to help you experience a better balance of body, mind and spirit. Our highly trained Reiki specialists will take care of you with rejuvenating treatments, transformational classes and retreats that counter the stresses of day-to-day life.

Reiki is a Japanese technique for stress reduction and relaxation that also promotes healing, creating many beneficial effects that include relaxation and feelings of peace, security and wellbeing. Reiki treats the whole person including body, emotions, mind and spirit. Combined with massage, a treatment feels like a wonderful glowing radiance that flows through and around you.

Make an appointment today to discover the relaxing and healing benefits of a Reiki massage with one of our Reiki Specialists.



{ Beauty tips }

GET HEALTHY GLOWING SKIN; STAY HYDRATED!

One of the best ways to nourish your skin is to drink plenty of water. Water assists the body with its natural elimination process by flushing unwanted toxins out.

DID YOU KNOW? Crankiness and irritability are some of the first signs that a person is dehydrated.

{ Contest to win 2-day retreat }

WIN A 2-DAY SPA RETREAT!!!

Right now, the oasis health and beauty spa offers you the chance to win a 2-day spa retreat. With every visit, you receive a ticket for a draw on December 21st.



The prize includes a complete VIP treatment for 2 days with access to the VIP treatment rooms, including our renowned aromatherapy inhalation steam room. During the stay, the winner will benefit from the personalized care of a personal health and beauty counselor and relax between treatments in a cozy chaise lounge, where fresh fruits and refreshments are served. Treatments include a 2-hour Reiki treatment, a full body wrap and exfoliation, a facial, a manicure and pedicure and a relaxation session in the steam and aromatherapy room.



TIP #1

Keep a never-ending supply of water at your desk at work or wherever you spend most of your time. You can mix things up with a little sparkling water or a slice of lemon, orange or cucumber for extra pampering.

TIP #2

For a little added pampering at work, try a hydrating mist. It provides a refreshing alternative to an extra cup of coffee while helping your skin feel healthy and hydrated.

{ Relaxation tips }

HOW TO COPE WITH STRESSFUL DAYS

We all sometimes feel tensions and anxieties. Stress is a part of all our lives. Here are 6 tips to help control stressful situations.

- TALK OVER YOUR WORRY.** Everyone needs to do this at different times in their life. Choose a friend, relative or professional helper you can trust. The magic word here is trust! It is impossible to talk candidly to someone who you feel either does not understand or you don't trust. If you find someone who you can trust, try to use that trust and friendship to help relieve some of your burdens.
- ESCAPE FROM YOUR PROBLEM - EVEN IF ONLY FOR A WHILE.** Lose yourself for a while in a change of scene or an interest. There is no merit in "blowing it out" and suffering. For example, use Aromatherapy and music to relax. Find a hobby or surf the internet. All of these things take you away from stressful situations and help get your mind back to a state of calmness. You will then be able to come back and tackle your problem.
- USE UP ANGER BY PHYSICAL ACTIVITY.** Channel your anger into a job that needs doing or take a long walk or even play a game. Physical exercise is a great way of removing pent up aggression. You will "let go" of your anger instead of bottling it up, which causes more tension.
- DEAL WITH ONE THING AT A TIME.** Select the urgent tasks first and get on with them. Forget the rest for the time being. This will help you achieve something and the other tasks will seem easier when you get around to them.
- PLAN YOUR RECREATION TIME, HOWEVER SHORT.** Allow some time for a hobby or recreation. Unplanned time often becomes wasted time. Make variety part of the planning. Try and get involved (if you can) with team sports or activities where there are other people around. You will return to your work or your problem with a better outlook.
- LEARN METHODS OF EXERCISE AND RELAXATION THEN PRACTICE THEM DAILY.** The best of them all, though the hardest to do, is not easy to relax when you are stressed and tense. It is better to try out different methods when you are not so stressed and tense and then use the ones that really help to relax you when you need them most. You will unlock tension in every part of your body and even prevent tension in the future.



{ TESTIMONIALS }

Wonderful treat for relaxing and de-stressing!

"oasis health & beauty spa is my haven for relaxing and de-stressing! Everyone seems glad to see you, and the staff all seem to smile and enjoy working with you. The decor is calm and relaxing, with fountains and soft music and good scents everywhere. The services are superb and super-relaxing. The management has always managed to fit me in, no matter how tight their schedule; they are incredibly service-oriented. Whether you want a little pampering or a lot, there is a service just right for you. I have gone there stressed out and after a massage felt completely calm—not just from the massage itself, but from the calming atmosphere of the spa and staff. What a wonderful refuge! I have been to other spas where the staff seemed annoyed and to not really care if I relaxed; a day at oasis is just the opposite. Go, you'll be glad you did!"

Clare, 54, Lusane

A wonderful experience!

I was given a gift certificate to oasis health & beauty spa for a facial. What a Wonderful Experience. This was much more than a facial. I was treated to an amazing facial along with a neck, shoulder, and foot massage using the most relaxing lavender scented oils and towels. The environment was peaceful and soothing. After my facial, I was pampered with fresh fruit, cheese, nuts and veggies along with fresh lemon water for hydration. When I left my mind was clear, the daily stress had vanished and I felt invigorated. What an experience! My first and definitely not my last!

Linda, 57, Sparnberg



The best thing I could have done!

I decided to take a trip to Switzerland for my 25th Birthday and visiting oasis health & beauty spa was the absolute best thing I could have done. This was my first spa experience so I opted for the facial and Body Glow Polish. Everything was perfect about this place, from the courteous service to the amazing decor and peaceful ambience. This place has definitely become a to-do whenever I am in the area again.

Judith, 25, London

"rejuvenate your body, mind and senses"



Oasis Health and Beauty Spa
Via Serlas 35
5005 St-Moritz
Switzerland Phone: +022 520 61 71
www.oasis.ch

Variable contact information relevant to the recipient

Michelle, look inside to win a 2-day spa retreat

Learn more for your wellbeing

- ~ Reiki massages
- ~ Contest to win 2-day retreat
- ~ Beauty tips

- ~ Gift certificates
- ~ Relaxation Tips
- ~ Testimonials

Oasis Health and Beauty Spa

At the Oasis health and beauty Spa our beautiful mountainside setting naturally lifts your spirits, leaving you inspired, and ready to receive something truly wonderful. To enrich your journey, we have created an integrated menu of spa treatments and inspirational retreats designed to enhance your physical, mental and spiritual well-being.

Whether you come to escape, unwind or restore your energy, our goal is to help you experience a better balance of body, mind and spirit. Our highly trained specialists will take care of you with rejuvenating treatments, transformational classes and retreats that counter the stresses of day-to-day life. Our beautiful mountainside resort is the perfect destination to restore not only your natural beauty, but also recharge that magic glow that comes from within.

- { aromatherapy }
- { reiki massages }
- { mineral treatments }
- { detox treatments }
- { full body exfoliation }
- { facials }
- { manicures }
- { pedicures }
- { and more }

Michelle, look inside to win a 2-day spa retreat

Variable text to personalize the newsletter to the recipient's name

HIGH-SPEED CREATION & PRINTING
OF 1 TO 1 COMMUNICATIONS

PRINTSHOP MAIL SUITE

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