

# PRINTSHOP MAIL SUITE



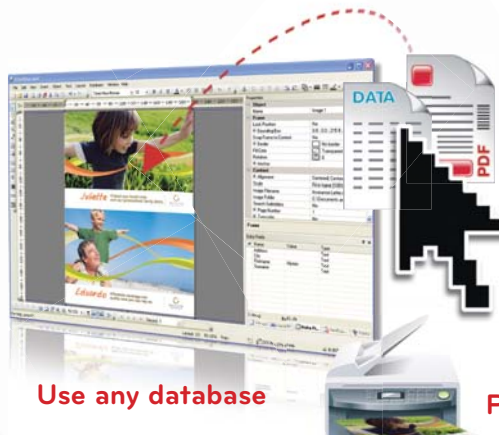
## HIGH-SPEED CREATION & PRINTING OF ONE-TO-ONE COMMUNICATIONS

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.

Use any design



DRAG-N-DROP the resources on the layout

Use any database

Print to any printer



From anywhere around the world





## 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



## KEY FEATURES

- Intuitive drag-and-drop interface
- Expression wizard for creating conditions
- High-speed optimized output generation (Optimized Postscript, PPML, PPML/VDX, PDF, VIPP, PDF/VT, VPS)
- N-up, step-and-repeat and print through-the-stack
- Subset finishing with access to all printer functionality
- Web-based central production server
- CSS based skinnable web interface

## SCALABLE LICENSING:

- **PRINTSHOP MAIL STARTER**  
100 000 credits to start offering VDP
- **PRINTSHOP MAIL PRODUCTION**  
Unlimited production for VDP professionals
- **PRINTSHOP MAIL WEB**  
Web based production server for multiple users