

PROJECT 22 SHOWCASE



Project Name:

Red Door Spa variable-data mailing

Specifications:

- Size:** 11.75"x7" and 10"x8.5"
- Paper:** 100lb gloss cover
- Ink:** 4/4 process + satin UV coating both sides
- Versions:** (5) different artwork versions, each with unique verbiage and promotional offer to address different market segments
- Variable-Data:** Name, letter verbiage, mailing panel, barcode for tracking promotional offers, IMB for tracking mail delivery
- Lettershop:** Presort data for First-Class mail
CASS certification
NCOA update
(3) "T" perfs, score, fold, (2) wafer seals
Deliver to USPS
- Mail Class:** Presorted First-Class
- Quantity:** 28,438 total pieces



Why We Do It Better:

- HP Indigo print quality that's superior to all toner-based digital printing technologies on the market
- Maximum marketing impact – use variable-data capability to create a relevant message for each recipient
- Unique versions to address different market segments
- VDP barcode tracking
- VDP print on pre-perfed stock for zero-spoilage
- Satin UV coating to protect heavy ink coverage from scuffing and scratching; enhanced look-and-feel
- Next-generation Intelligent Mail Barcoding with optional mail delivery tracking
- Printing is done in one-pass for exceptional cost savings
- All tasks are performed in-house for fast, turn-key solution

