

MILNER

presents...

Variable Data Printing

making the most of your customer data

Variable-data printing (VDP) is a form of **on-demand printing** in which elements such as **text**, **graphics** and **images** may be changed from one printed piece to the next, without stopping or slowing down the printing process and using information from a **database** or external file. For example, a set of personalized letters, each with the same basic layout, can be printed with a different name and address on each letter. Variable data printing is mainly used for **direct marketing**, **customer relationship management**, **advertising** and invoicing on self-mailers, brochures or postcard campaigns.

Please join Milner and industry expert, Tom Huskisson to learn more about Variable Data Printing and all the benefits to your business. Tom will show you how to:

- Easily customize content and messages for each recipient
- Increase response rates, revenues and brand awareness
- Speed up production time while reducing costs
- See benefit from postal discounts
- Communicate effectively with your customers



*Can't make it? Not interested?
Please forward this invitation to
anyone in your organization who
could benefit from this
free seminar!*

MILNER INC.

We know what documents go through...

Join Milner for Lunch and learn from the experts how Variable Data Printing can make the most of your customer data to create value-add communication pieces!

GAINING NEW CUSTOMERS

MAINTAINING EXISTING CUSTOMER BASE



GROWING CUSTOMER BASE

In recent years, the dramatic growth of the internet and the increasing sophistication of database technologies have contributed to an extraordinary expansion of direct marketing and a seismic shift in what it is, how its used, and who uses it."

-John A. Greco Jr., DMA President and CEO

Variable Data Printing Lunch & Learn at Milner

To reserve your seat, please respond by Monday, September 6th.

Phone: Lori Byrd, 919-719-5958

Email: lbyrd@milner.com

Fax: 919-719-5980

ATTN: Lori Byrd

Name _____

Address _____

Phone _____

Email _____

Wednesday, September 8th
11:00am - 1:00pm

- Yes, I will attend. Number attending? _____
- I cannot make this date, please contact me for your next seminar.
- I would like specific information, please call me to set-up a one-on-one meeting.