

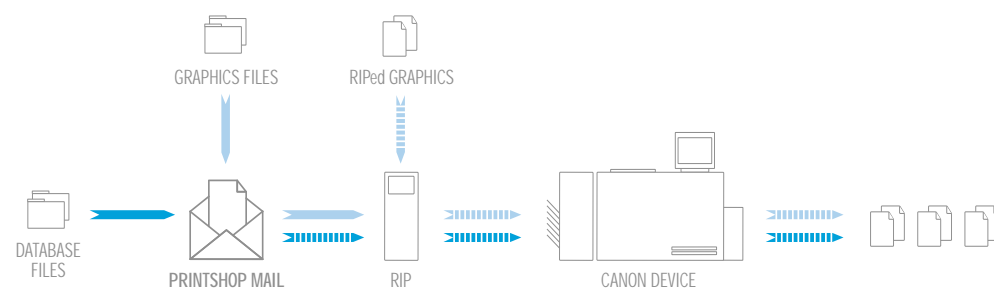
# the fast and efficient solution for personalised mailshots

PrintShop Mail dramatically increases the speed at which personalised mailings are printed on Canon devices. This in turn increases efficiency, cuts costs and improves your business.

PrintShop Mail can be used to produce all types of personalised material, such as letters, mail-shots and tickets – using different types of variable data: addresses, signatures and graphics.

PrintShop Mail works by sending the static data, which forms the bulk of a formatted document, to the printer just once. The variable data, comprising of a tiny amount of personalised information, is then exchanged at high speed reducing network traffic and increasing print speeds.

So not only does PrintShop Mail let users create personalised documents with maximum impact, it also enables them to be printed at maximum speed with maximum cost savings.



ENTERPRISE-WIDE SOLUTION

IMPROVES EFFICIENCY

ENHANCES CORPORATE IMAGE

# print personalised mailings at lightning speed



Adding the speed you need. Once in place you can manage the complete production process as PrintShop Mail enables you to:

#### Work more efficiently by:

- Making it faster and easier to personalise print.
- Integrating with different types of customer databases.
- Saving print time and decreasing network traffic.
- Maximising the print speed of devices.

#### Increase the impact of your communications by:

- Personalising every page of a multi-page document.

#### Cut costs by:

- Maximising job turnaround time and increasing printer availability.
- Enabling efficient in-house production to replace costly print bureaus.
- Controlling your own deadlines.

#### Direct Mailings

Personalising direct mail shots with name and address changes on every page can tie down network resources. If every document is forwarded to the printer in full, all other network traffic is blocked in a data bottleneck. Marketing Departments using PrintShop Mail need only send the small packets of variable data over the network thereby reducing network traffic and speeding up printing.

CREATES INTELLIGENT DOCUMENTS

SEAMLESS INTEGRATION

**Canon**

Imaging across networks

# PRINTSHOP MAIL

DIRECT MAIL SOLUTION

- Increase print speeds
- Meet tight deadlines
- Improve print automation

## PRINTSHOP MAIL - DIRECT MAIL SOLUTION

### Supported Platforms:

Macintosh, Windows 95, Windows 98, Windows NT 4.0.  
(Windows versions require Adobe Acrobat 3.0 or higher).

**Canon**

Imaging across networks



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