

Communication @  
*the speed of ideas.*



*Better resource management  
No storage, no obsolescence, no waste  
Print only what you want, when you want*

**dps** DIGITAL  
PRINTING  
SERVICES  
[www.dpskc.com](http://www.dpskc.com)

# Digital printing moves at the speed of ideas

*Your business is changing faster than ever before. You need a supercharged communication tool to keep up.*

The traditional printing process wasn't made for speed or flexibility. Many companies design all the documents they need a year in advance, then print and warehouse them. And by the end of the year, they often toss out boxes of outdated materials that did nothing to increase their bottom line.

But there's a new communications tool that changes all that. Digital printing lets you design the document you need today, print it when you need it and change it whenever the marketplace demands a fresh approach.



## ◇ Digital printing is a new communication tool for today's hectic business environment

- Design the documents you will need, but make changes whenever you want.
- Offer your customers green solutions
- Print on demand, reserving your cash for more immediate needs.
- Make changes online today and have the new document you need tomorrow.
- Tailor documents to individuals, creating "one on one publishing" that gets results.

## ◆ Stunning color makes a bold impact

Research shows that **color increases reader retention and response**. For example, a study by Xerox found using **color** on invoices increases payment by 30 percent. In today's competitive marketplace, using affordable digital **color** can give you the edge you need. And don't worry about quality. Digital **color** can now compete with offset **color**, making it an option for even the most critical documents.

## ◇ You can design it today and get it tomorrow

Digital printing offers the **fastest turnaround times** in the printing industry. Instead of pulling a dated document out of your warehouse, you can use the internet to update and customize

the document for this specific situation. And as soon as you've made the changes, the document is printed and ready to wow your customers.

## ◇ Many industries use digital printing to meet customer needs

Some key sectors include:

- Financial & Insurance
- Educational and Training
- Government & Public Sector
- Health Care & Pharmaceuticals
- Legal & Professional Services
- Manufacturing & Distribution
- Marketing & Advertising
- Religious & Non-Profit
- Construction & Engineering
- IT & Software
- Communications
- Utilities



*Digital printing lets you turn a document on a dime. As fast as you see the need for a change, the new document is ready for your customer.*

# Communications tailored to fit each customer

*"One on one publishing" targets each customer*

The real revolution in marketing is personalization – the power of tailoring each message you send to an individual customer. Now you can customize brochures, newsletters, flyers, letters, posters, or almost

any document. The simplest customization allows you to include a customer's name, but you can choose the best photos, graphics, headlines and body text to speak directly to one individual.

## ○ Digital printing helps your message stand out in a crowd

Personalized marketing lets each potential customer know you are talking directly to him or her. Those powerful tools help you:

- Let the customer know you value him or her
- Send an appropriate and relevant message
- Customize graphics and photos to appeal to the individual
- Send messages of appreciation to loyal customers
- Use data about customers to improve sales

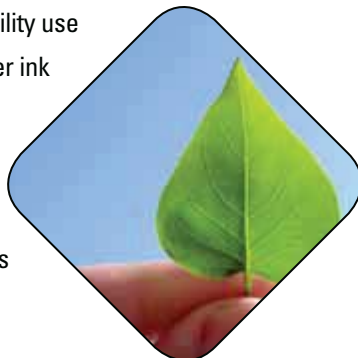
## ○ Print "on demand" – only as many as you need

The days of ordering thousands of copies to keep the cost down are over. Digital printing allows you to print the number of copies you need today, and order more only

when necessary. Short runs mean your documents are always fresh and on target for your changing potential customers.

## ○ Digital printing is the *green solution*

- You print only what you need, saving paper
- You avoid warehousing, cutting utility use
- Digital printing does not use printer ink and toner cartridges are recycled
- You eliminate obsolescence of printed materials, reducing waste by up to 30 percent
- Save phone, courier and gas costs by making changes electronically



*Those documents you ordered last year can be obsolete before they're ever used.*



*Digital printing lets you print on demand, saving time, money and environmental resources.*

## ○ Customize multiple parts of your message for an exact fit with each customer

Mr. Moss,  
Prepare for the ride of your life.



Imagine a whole day off.  
Nothing special on your calendar. The sun shining.  
The road beckons.

What's missing? Nothing... if you have a shiny new Atlantic XL500 from the Miller Auto Collection sitting in your driveway.

You've read about the Atlantic XL500. The zero-to-whatever performance. The luxury appointments. The great looks that turn heads wherever you go.

Please give Kevin Ross, your Sales Supervisor, a call today at 555-1234 x 777

The new Atlantic XL500 features:  
• 275 HP  
• Race-proven QuadraTrac transmission  
• Unparalleled handling  
• An array of hyper-luxury finishes  
• And did we mention 275 horsepower?



Personalized headline using name of customer.

Photo that you know will appeal to this customer.

Bold copy with marketing information specific to each customer.

List of features customer has indicated a desire for via the web.

Photo of salesperson handling the deal

*Response rates jump by as much as 500% with 1 to 1 marketing*





# Outsource your printing to: Digital Printing Services

## Digital Printing Services - your in-house printing department

Digital Printing Services, Kansas City's first digital printing company, helps you reach customers with targeted direct communications. Unlike traditional offset printing, digital printing is the affordable solution for on-demand printing, one-to-one publishing, and personalized documents. You get full-color printing with the convenience of desktop publishing and you can take advantage of shorter runs and faster turnaround times.

You'll get dedicated support based on the expertise we've developed in digital printing, project management and consulting since 1995. We're more than a printing company; we give you dedicated support to ensure you get the highest quality in the most convenient and cost-effective way. We also offer the convenience of web ordering and distribution.

## Leave your printing to us

Since printing is our core business, why not make us your in-house printing department? You can focus on building your company, and let us make the capital investment in printing technology and equipment. That frees up your resources for other purposes. We'll provide all the services you need to handle your document and print management.

## Digital Printing for every need

Digital technology is a fast, convenient, cost-effective solution for your projects. Some of the best uses for digital printing include:

- **Brochures** – customize names, graphics, messages and calls to actions.
- **Posters** – use a standard format but change photos and dates as needed.
- **Annual reports and presentations** – keep your standard design format but update the content as needed.
- **Postcards** – make each one unique and targeted to each new prospect or repeat customer.
- **Forms** – use color to call attention to important details.
- **Letters** – personalize names, key messages and promotions.
- **Personalized promotions** – use the pictures, words and messages that appeal to each audience segment.
- **Phone lists and directories** – keep vital data up to date.
- **Newsletters** – get them out faster using a standard format and adding the latest news.
- **Training materials** – print only the number you need and make changes as often as you like.
- **Policies and procedures** – print on demand to eliminate out-of-date information.
- **Price lists and catalogues** – change offers as often as you need to.
- **Manuals** – bright colors and personalized marketing messages jump out.
- **Project Consulting** – including marketing campaigns and conference materials.

*Save time and resources, improve  
response rates by switching to  
digital printing today*

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