

Variable Data Print *Turn customer data into customer connection*

Using data to better understand your customers and prospects is the first step in developing stronger marketing campaigns. The next step is to translate this understanding directly and effectively into print. Our Variable Data Print capabilities allow for highly-targeted personalization in your print, giving you options to customize pieces with different messages and images that are most relevant to your customers – and most likely to drive response.

Applying your insights

To maximize the results of one-to-one marketing, Variable Data Print (VDP) can be as simple or complex as you choose. Our technologies can change out text, graphics, photos, logos, barcodes, signatures and fonts – allowing you to create virtually limitless versions of your printed piece. You'll also get the advantages of:

- Personalization of many different pieces, including self-mailers, inserts and cover wraps
- 100 percent in mailpool due to regeneration of prepersonalized forms
- Printing on various paper substrates to increase flexibility
- Industry-leading and proven ink-jet technologies
- Extended deadlines for artwork and layout due to faster run times

Specifications

Printable Area

Each VDP system handles a maximum web width of 38 inches. Each Kodak ink-jet unit per system can print up to 4.25 inches.

Paper Weight

The VDP prints on paper as heavy as 100 pounds and as light as 60 pounds inline. Roll-to-roll, the weight can be as high as 140 pounds. Anything above or below these paper weights requires prior approval.

Colors

Currently, the VDP is capable of printing in black. In the near future, however, we will expand the color selections to include blue, green and red for additional eye-catching personalization options. Note: When ink-jetting over colors using Kodak printers, best results will be achieved by screening down the color to 20 percent. This is especially true with colors in the yellow and brown spectrum.

Roll-to-Roll Impression

- 22"
- 22.75"
- 25.5"
- 28"

Inline Finishing

- Based on a 22.75" impression
- Four, six, or eight pages; or six- and eight- page gates

We'd like to tell you more

At QuadData Solutions, we offer comprehensive data-driven marketing capabilities that can be tailored precisely to your needs. For details, please contact us today.



The VDP is an offline piece of equipment that offers more personalization capabilities, allowing our clients to customize each piece with variable text and images focusing on their customers' individual needs and interests.