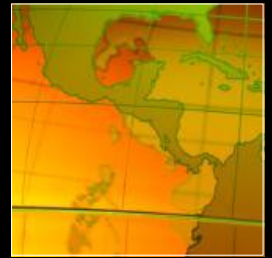


Making a Difference with Direct Mail



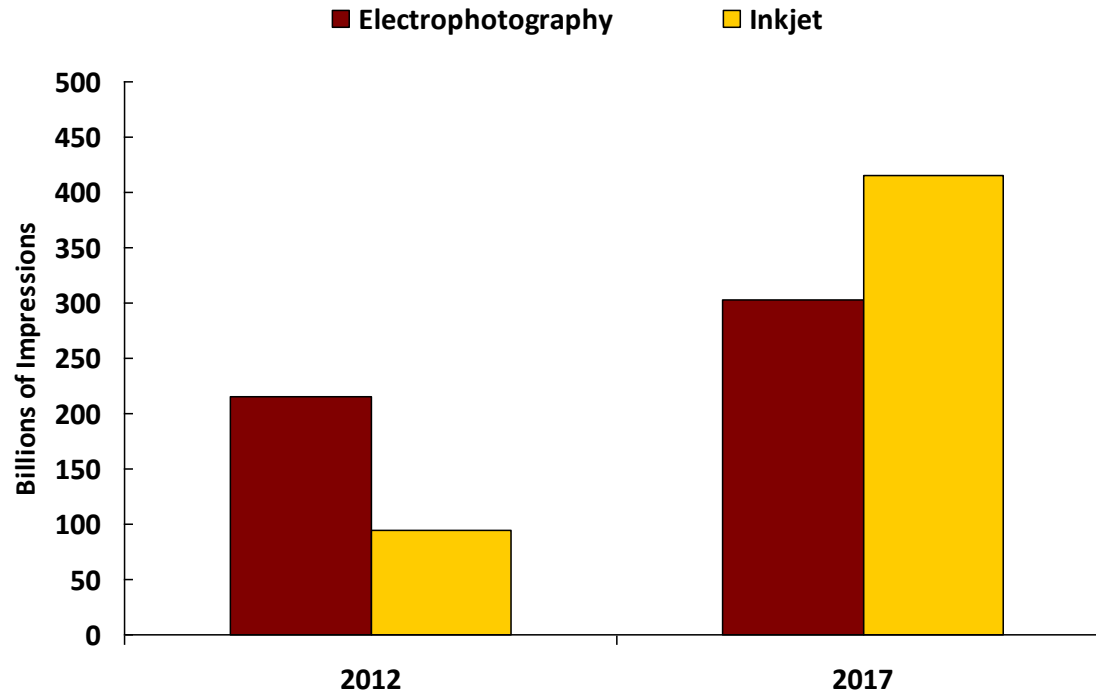
Topics

- **Inkjet Market Overview**
- **Top Seven Reasons for Inkjet and Direct Mail NOW!**
- **Bringing It to the Bottom Line**
- **Recommendations and Conclusions**



Inkjet Market Overview

Global Digital Color Print Volume by Technology



Global production color volumes totaled about 310 billion impressions in 2012. InfoTrends expects them to approach 720 billion by 2017.

- Production color inkjet accounted for 31% of the total production digital color volume in 2012
- By 2016, production color inkjet volume will exceed that produced by electrophotography
- InfoTrends predicts that production color inkjet will account for 58% in 2017
- This occurs despite the fact that electrophotographic color is also growing at a healthy rate

Source: *Global Production Printing & Copying Market Forecast: 2012-2017*, InfoTrends

Two Classes of Production Digital Color Products

Acquisition Price (list)

\$5,000,000

\$1,000,000

\$500,000

\$100,000

0

0

50

100

250

1,000

2,500

5,000

Throughput (A4 / Letter images per minute)

Cut-Sheet Toner

Continuous-Feed Inkjet

- Less than 200 ppm
- Short-run, quick turnaround, print-on-demand
- Low to mid-volume

- 600+ dpi resolution at high speed
- Capable of very high volume
- Big success in transaction, books, and direct mail

Enter Color Inkjet!

- **Offset**

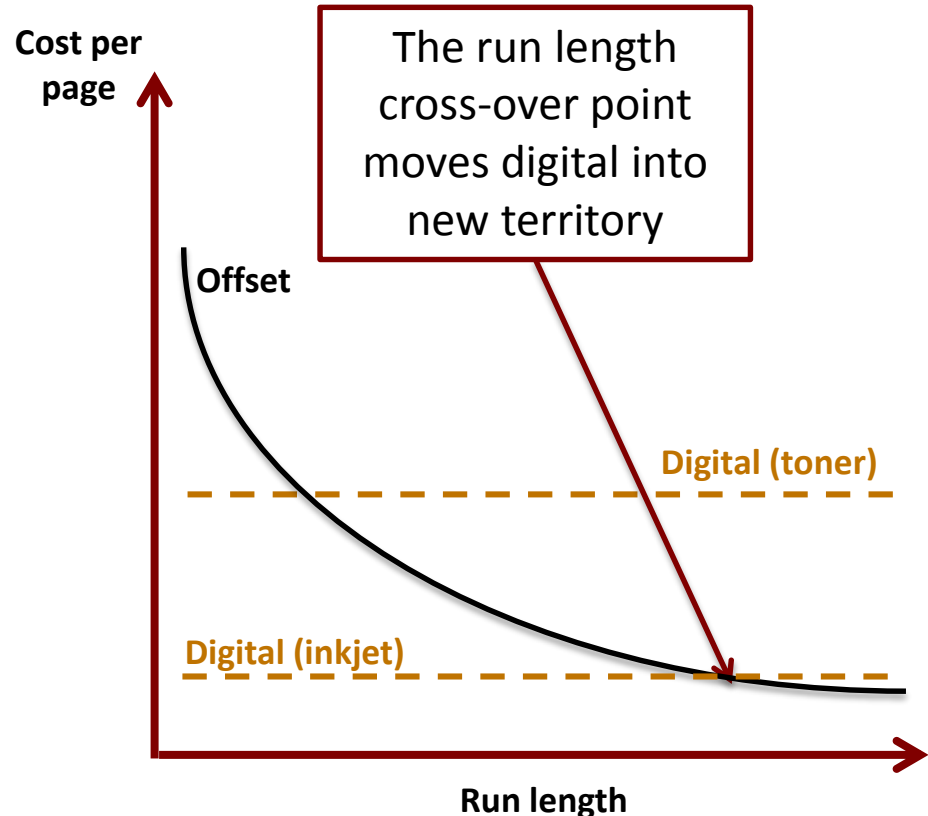
- A manufacturing process
- Ineffective at short runs
- Very effective at making many copies of the same thing

- **Digital (toner)**

- Can print a new image on every sheet
- Flat cost structure
- Excels at short run, quick turnaround, and variable data

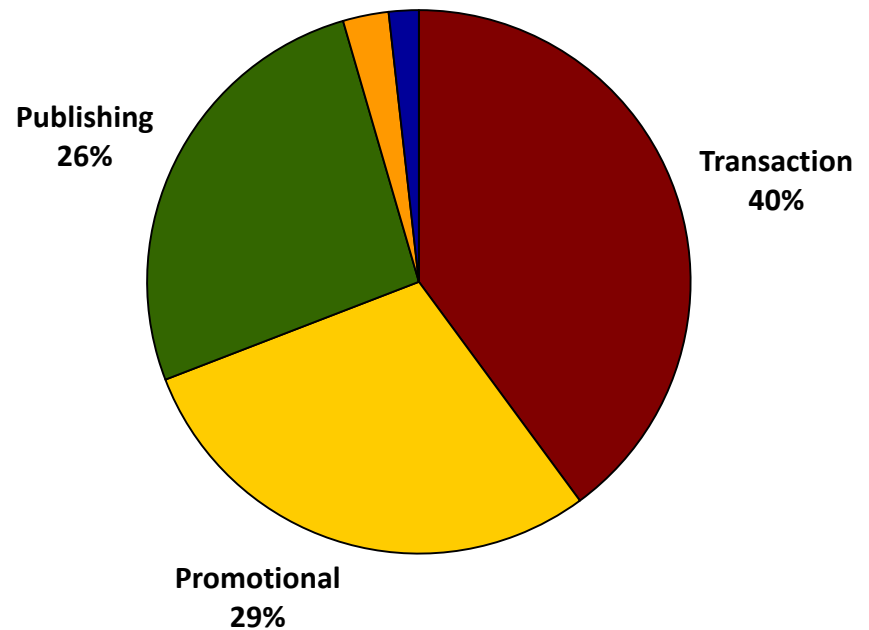
- **Digital (inkjet)**

- All the existing digital print advantages plus...
 - Higher speed
 - Higher productivity/throughput
- Suitable for large volumes
- Very competitive with offset



Production Color Inkjet by Application: 2013

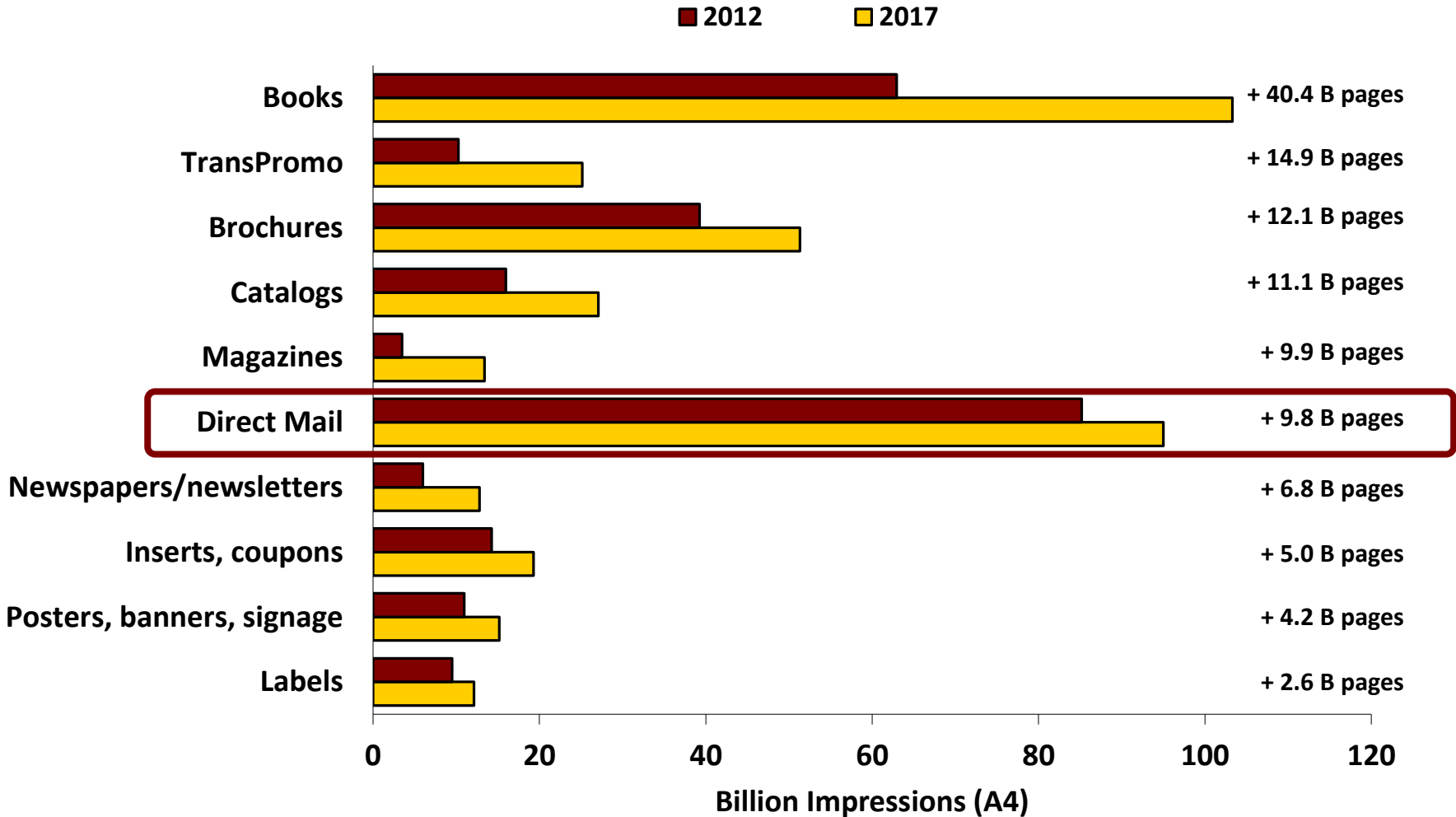
General Office	Business cards
	CAD/rendering
	Letterhead, other office documents
	Presentations
	Proposals, reports
Promotional	Brochures
	Catalogs
	Direct Mail
	Inserts, coupons
	Posters, banners, signage
Publishing	Books
	Greeting cards
	Directories
	Magazines
	Manuals
	Newspapers/newsletters
Transaction	Bills, statements
	Checks
	Sys-out
	TransPromo
Packaging	Folding cartons
	Flexible packaging
	Labels
Utility	Security Print
	Forms
	Proofing
Consumer	Fine art
	Photo merchandise



Source: U.S. Digital Production Printing Application Forecast, InfoTrends 2013

Fastest-Growing Digital Print Applications (Billions of Pages)

Direct Mail: An Increase of Nearly 10 Billion Digital Pages



Source: U.S. Digital Production Printing Application Forecast, InfoTrends 2013

A Perfect Storm in Print and Mail

Technological

Rise in new communication technology & media



Economic

Recession & debt crisis: companies cutting costs



Cultural

Consumers embracing online; rise in e-commerce



Governmental

Mandating electronic communications



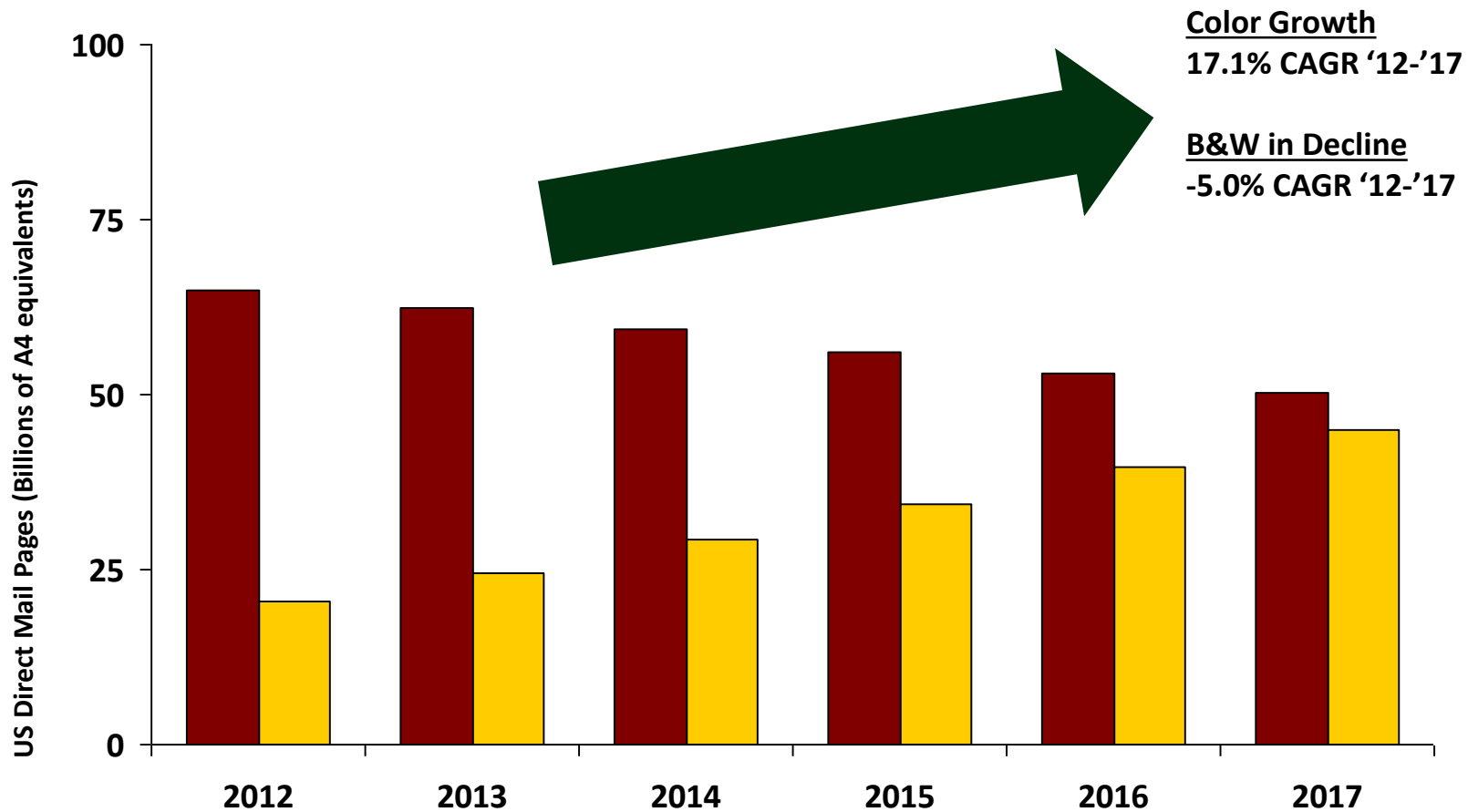
Seven Good Reasons Direct Mailers Will Buy Inkjet Solutions

- 1. Effectiveness of direct mail in the overall communications mix**
- 2. The impact and value of color**
- 3. The need for complex personalized messaging**
- 4. Ability to drive cross-media engagement**
- 5. Postal savings**
- 6. Quality**
- 7. Bottom-line ROI**

1. Direct Mail Effectiveness



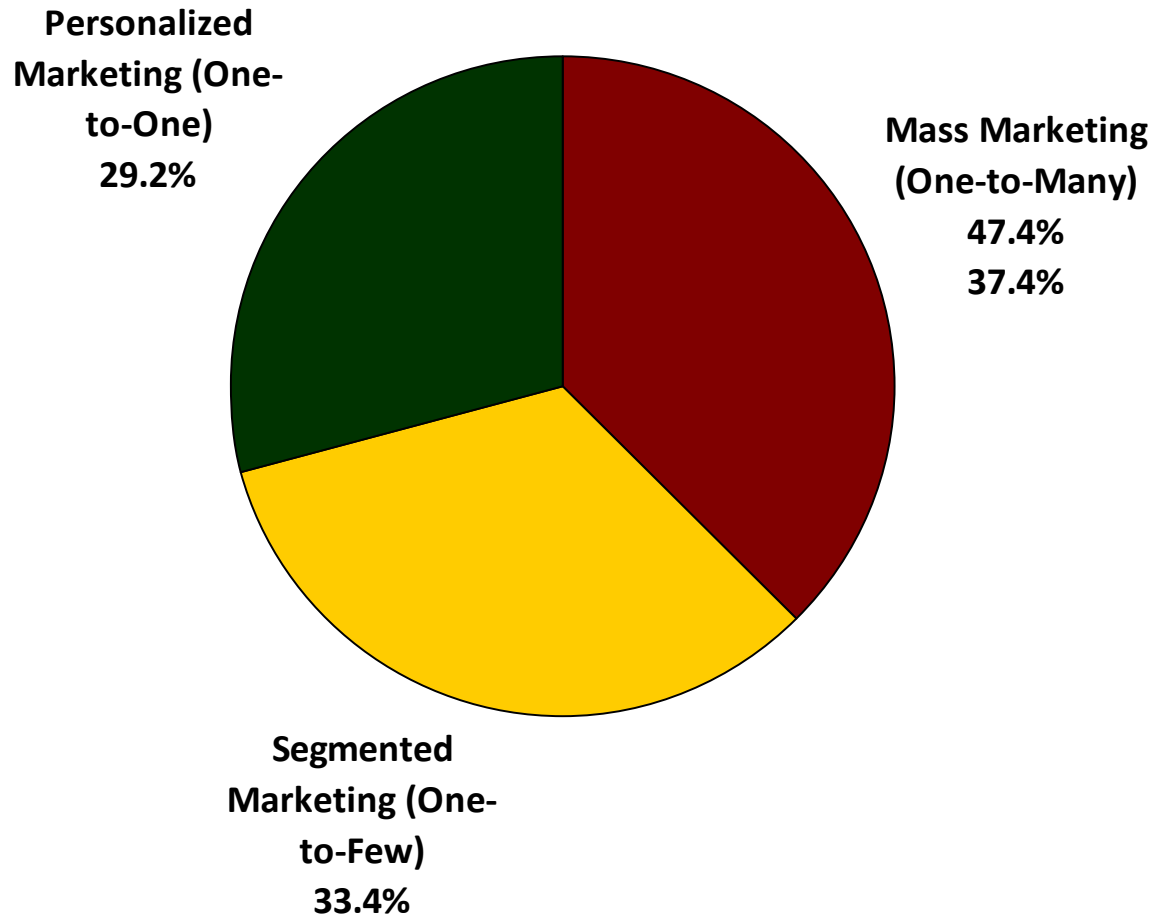
2. The Impact and Value of Color



Source: U.S. Digital Production Printing Application Forecast: 2012-2017, InfoTrends

3. The Need for Complex Personalized Messaging

What percentage of your customer communications or marketing campaigns fit into the following categories?

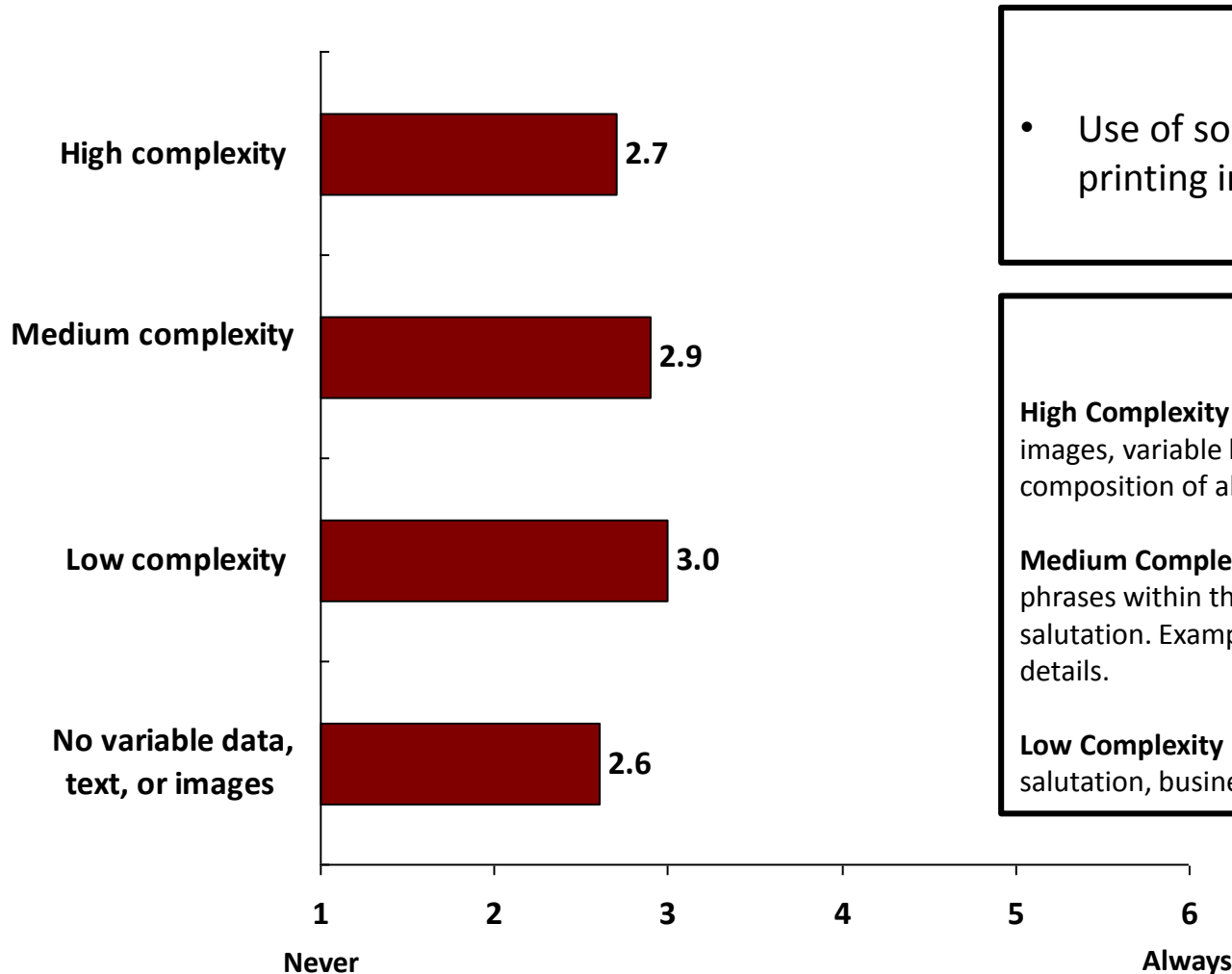


N = 1,026

Source: *Understanding Vertical Markets: Enterprise Communication Requirements*, InfoTrends 2012

Use of Variable Imaging

How often do your addressable print communications involve personalization/variable imaging? (Means)



Key Finding

- Use of sophisticated variable data printing increasing

Definitions

High Complexity includes variable pictures and / or images, variable blocks of text, or actual dynamic composition of all or sections of the piece.

Medium Complexity includes personalized text phrases within the piece, NOT just address or salutation. Examples might include personalized offer details.

Low Complexity includes name and/or address, salutation, business card data, etc.

N = 1,026

Source: *Understanding Vertical Markets: Enterprise Communication Requirements*, InfoTrends 2012

4. Ability to Drive Cross-Media Engagement

Mobile Codes



Mobile Messaging



NFCs



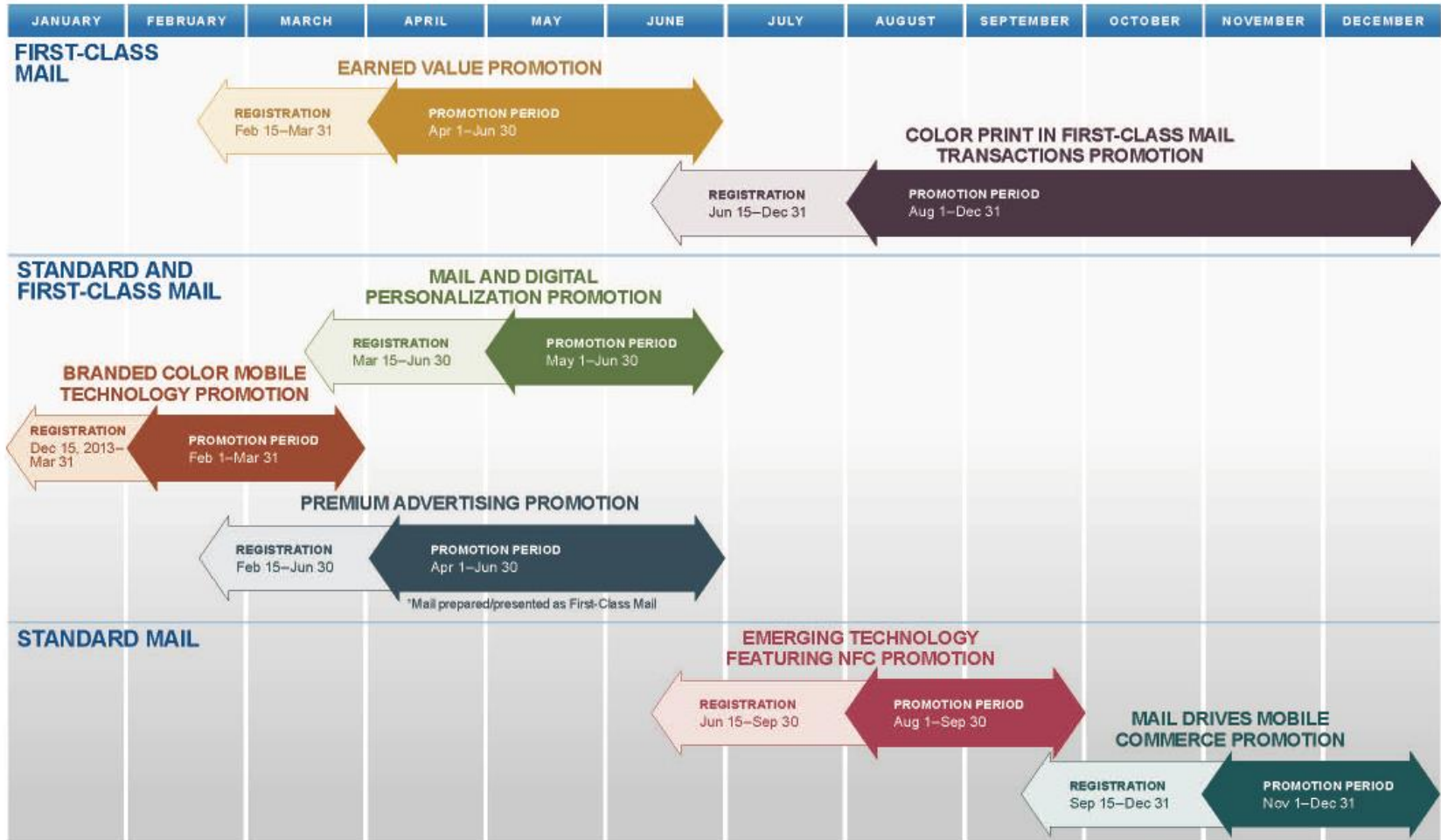
Augmented Reality



5. Postal Savings



USPS® 2014 PROMOTIONS CALENDAR



For more information, visit <https://ribbs.usps.gov/index.cfm?page=mobilebarcode>

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6. Quality that Delivers Everything from Loyalty Programs...

Variable Ad Space

YOUR NEW BEST WESTERN REWARDS CARD

Let's get to your points.

WELCOME TO BEST WESTERN REWARDS®

Best Western Rewards

Sample A. Sample, WELCOME TO Best Western Rewards®

LOYALTY REALLY DOES HAVE ITS REWARDS.

- No blackout dates on your FREE night awards
- You can achieve Elite status FAST - quicker than any other program
- Status Match... No Catch! - Already Elite status with another hotel loyalty program? We will match it... for FREE
- Special bonus point offers when you subscribe to emails from Best Western Rewards
- 10 points for every dollar spent on airline & partner rewards
- Your points never expire

Variable Letter Copy

Response Center
P.O. Box 40027
Phoenix, AZ 85080-2007

Let's get to your points.

Sample A. Sample
123 Any Street
Anytown, ST 12345-4789

Best Western Rewards

REWARD YOURSELF AT OVER 4,000 HOTELS IN MORE THAN 100 COUNTRIES AND TERRITORIES WORLDWIDE.

Variable Images

Best Western Rewards Plus Premier
THE WORLD'S BIGGEST HOTEL FAMILY®

BEST WESTERN | Midscale hotels with our promise of service and great value, for a comfortable stay.

BEST WESTERN PLUS | Upper midscale hotels with well-appointed rooms and premium amenities to suit any travel occasion.

BEST WESTERN PREMIER | Upscale hotels with a distinct style, offering deluxe amenities and a refined level of service and comfort.

To Bills and Statements...

ASPEN BANK
300 Main Street, Newark, CO 81655

Statement Questions? 24 hr. Customer Service 1-800-ASPENBANK
 Free Checking Account Account Number 3343221 www.aspenbank.com
 Date: 9/28/2009 Aspen Bank N.A. PO Box 1110 Denver, CO 12254

Activity Summary

Beginning Balance on 8/20/09	\$4,562.08
Deposits and Additions:	\$1,569.50
Withdrawals and Subtractions:	\$1,026.84
Ending Balance on 9/21/09	\$5,104.80

Transaction History (Check Card / Deposits / Withdrawals)

Date	Description	Amount
8/19	Check Card Purchase Getty's Grocery	\$34.11
8/23	Check Card Purchase Butter 'n Bread	\$9.06
8/24	Check Card Purchase Parkins Kiosk	\$2.00
9/01	Deposit	\$1,569.56
9/07	Check Card Purchase Subtop	\$32.79
9/14	ATM withdrawal	\$100.00
9/15	Check Card Purchase Major Dry Cleaning	\$8.56
9/15	Automatic withdrawal City Electric and Gas	\$45.00
9/15	Check Card Purchase Mike's Mechanic Shop	\$237.90
9/16	Check Card Purchase GoGo Gas	\$35.45
Transaction Total	\$1,084.88	

Summary of Checks Written (checks listed are not displayed in transaction history)

Number	Date	Amount	Number	Date	Amount
1824	9/2	\$65.00	1833	9/12	\$125.00
1826	9/3	\$1,320.00	1834	9/15	\$43.76
1828	9/7	\$50.00	1835	9/15	\$65.12
1829	9/3	\$358.00	1836	9/17	\$16.37
1830	9/5	\$14.28	1837	9/22	\$318.00
1831	9/6	\$59.87	1838	9/24	\$78.87
1832	9/7	\$32.90	Check Total		\$2,546.17

Spending by Type

- Groceries
- Entertainment
- Housing

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ASPEN BANK
1.800.ASPENBANK.COM

Furniture

Tel: 954 45 87 00
80020 City
3108.2007

Ms Helen Smith
4821 Street
54201 Town

Furniture Statement

Page 1 / 4

Into the kitchen

We're done of great kitchens to choose from, including a wide range of materials, finishes and accessories. They're all guaranteed for 10 years and we can help finance, as well as install your new kitchen too.



Smart Solutions

Want our clever planning service to help you design your dream kitchen. Or go to www.kitchen-planning.com - our kitchen planning tool can help you look up the perfect kitchen.



Visit more Get more

The more you visit Furniture, the more you get there is. Claim 20% off all products in the Furniture range and use the attached coupon before the end of March to claim further discounts in store.



Fancy a cup of tea?

Members enjoy money-off coupons, special rates and discount offers, and even free tea and coffee in our main restaurant, Monday through Friday.



Rational RATIONELL

Put everything in storage with smart solutions from our RATIONELL range. The RATIONELL planner is available online.



Dear Ms Smith

25% off
normal price



Get 25% off on this beautiful Designer Chair when you purchase it together with the footrest. Offer ends March 31, 2009.

PVR002 24850 5498487 02 0000 74 0000



MONTHLY STATEMENT

alpha AUTO FINANCE COMPANY
PO Box 123
Anytown, USA 12345

AlphaAuto Customer Service is available at 1-800-555-1234 weekdays from 9:00 AM to 5:00 PM PST. Up to date payroll information is available on the website 24 hours a day.

ACCOUNT SUMMARY

Date: September 20, 2009
 Account #: 001-106-5203400-0001
 Vehicle: 09 ALPHAS AUTO VXR01
 ID #: J00ACV610C105101

Schedule Payment: \$136.96
 Due: 10/1/09
Total Amount Due: \$136.96

Orig. Maturity: Mar 31, 2008
 Estimated Payoff: \$6,492.34
 Good Through: October 31, 2009

TRANSACTION SUMMARY

DATE	DESCRIPTION	AMOUNT
09/09	Monthly Payment	Principal \$166.36 Interest \$39.64 Misc. \$0.00 Total \$206.00

JOHN, YOU HAVE DREAMS. LET US HELP YOU ACHIEVE THEM.
www.JohnDoe.LWCAutomotive.com

PLEASE READ CREDIT'S PROVIDED BY ALPHA AUTO FINANCE COMPANY. KINDLY RETURN THIS COUPON, AND WRITE YOUR ACCOUNT NUMBER ON THE FRONTING.

Please Return This Pattern With Your Payment to:

alpha AUTO FINANCE COMPANY
PO Box 123
Anytown, USA 12345

STATEMENT DATE: September 20, 2009
 ACCOUNT NUMBER: 001-106-5203400-0001
TOTAL AMOUNT DUE: \$136.96

Account Enclosed: \$ _____
MAIL PAYMENTS TO:

AlphaAuto
PO BOX 123
Anytown, USA 12345

To Personalized Maps to Reduce the Stress of Relocation



Moving to a new home comes with a huge checklist.

While choosing a doctor might not be the first thing on your mind, it shouldn't be the last either. Fortunately, The Everett Clinic's world-class medical center offers expertise in pediatrics, orthopedics, cardiology, robotic assisted surgery and more. It's our commitment to helping you and your family live a long, healthy life.

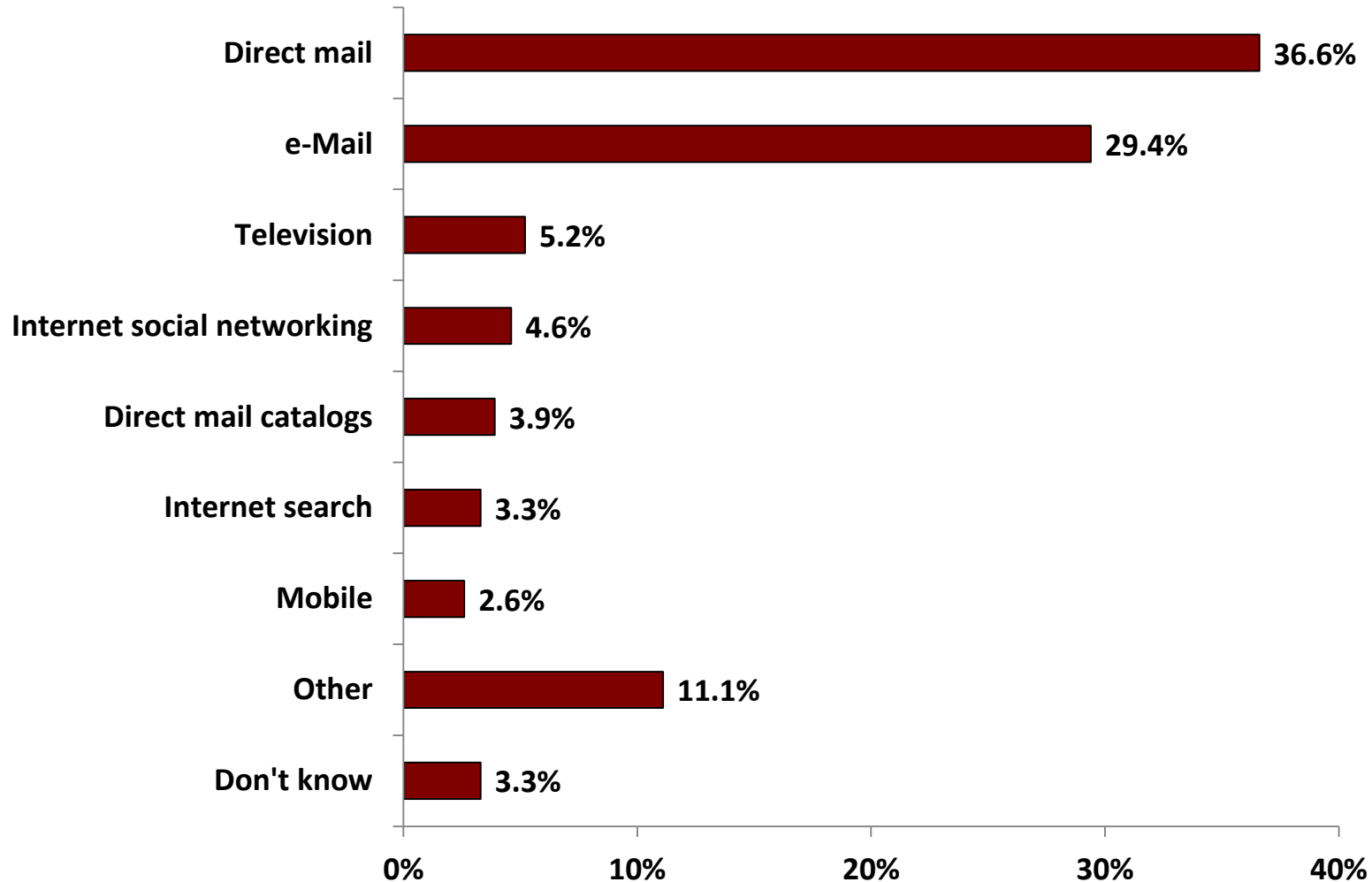
Call today to make an appointment: **425.257.1440.**
Visit everettclinic.com

The Everett Clinic offers primary and specialty care.

- An advanced imaging center
- Two surgery centers with advanced technology, such as 3D surgery
- Eight urgent care Walk-In Centers, seven days a week with extended hours. We even post online wait times so you can choose the location that works best for you.
- Three pharmacies
- A regional cancer partnership



7. The Direct Mail Marketing Channel Continues to Yield the Highest ROI



N = 153 marketers in the U.S.

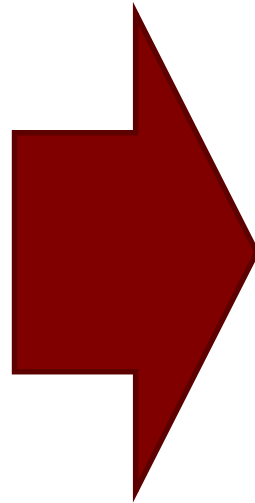
Source: *The Emergence of Digital Mailbox Services*, InfoTrends 2011



Inkjet: Unique Features

The Digital Printer as a Virtual Document Repository

Physical Inventory



Digital Inventory



- **The digital printer becomes a virtual document warehouse**
- **Allows customer needs to be met more effectively**
 - Quicker turnaround
 - Improved workflow
 - Variable data in color
 - White paper in, full color out

Digital Inkjet Printing Advantages

- **Personalized printing**
 - Allows the creation of relevant one-to-one documents at production speed
- **Just-in-time manufacturing**
 - Color inkjet systems can produce the full document without any pre-printed components
- **Workflow automation**
 - One operator can typically operate a production color inkjet system, and depending on the finishing configuration, is able to handle tasks that are often the responsibility of multiple operators
 - Elimination of pre-printed forms has the ecological benefit of removing platemaking from the production process (i.e., no platemaking chemistry)

Trends in Inkjet

Several requirements for progress toward graphic arts/direct mail applications

- **Higher productivity**
 - Wider width
 - Higher linear speed
 - Longer life components
 - More automation
 - Less set-up waste & time
- **Lower running costs**
 - Through productivity, lower ink costs, lower paper premium
- **Higher print quality**
 - Higher resolution
 - Better inks
 - Better color management



Bringing It to the Bottom Line

Making a Difference at Universal Wilde

CUSTOMER LOGIN | CONTACT US: 866-825-5515

UNIVERSAL WILDE
Marketing Services from Thought to Distribution

SERVICES INDUSTRY SOLUTIONS RESOURCES ABOUT US BLOG

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Marketing Services
from Thought to Distribution

It's not just about resources, it's about being resourceful.

Personalized Communication
Digital printing and variable data publishing are cost-effective ways to

Web to Print Solutions
Integrated web to print systems like our proprietary Xccelerate™ platform make

Direct Marketing Services
Who's behind all of this? Somebody hit the lights and roll the video

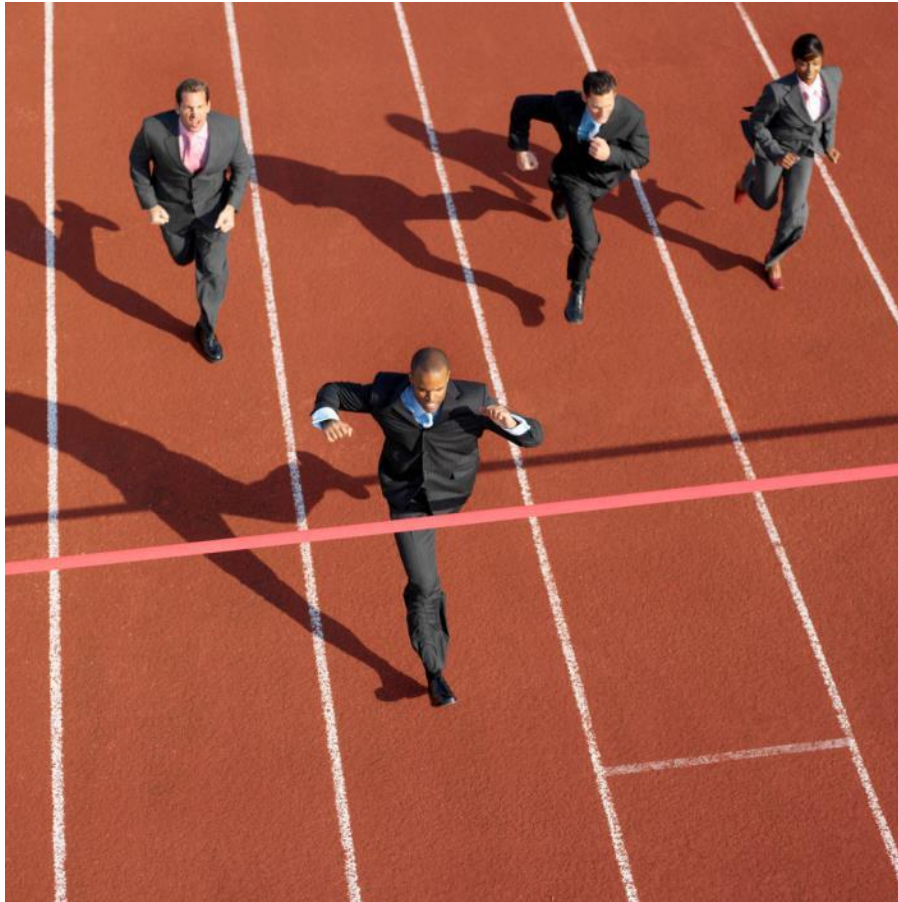
IWCO: Delivering Results

The screenshot shows the IWCO Direct website homepage. At the top, there is a navigation bar with links for Home, Careers, and Contact, a search bar, and a Sign In button. Below this is a dark header with the IWCO Direct logo on the left and navigation links for What We Do, Our Work, About, and Blog on the right. A light blue banner below the header contains a date and a headline: Wednesday April 03 Make Sure Your Direct Mail Offers Don't Make Prospects Feel Foolish. The main content area features a large image of a lion on the right. To the left of the lion, the text reads: Cool, Calm & Very POWERFUL. Below this, a sub-headline says: It's a jungle out there. So Power Your Marketing™ with the pride of direct mail. At the bottom of this section is a red button labeled Start the Roar.



Recommendations and Conclusions

Critical Success Factors



- **A customized communications marketing strategy**
- **Relevance of messages**
- **A valid offer**
- **Quality and design of the document**
- **Media channel-agnostic**

Combined With...

- **The right technology**
- **Optimized workflow**
- **Partners to develop a complete solution**



Available Training Programs

- **Transactional Printing, Direct Mail, & Book Publishing**
 - Why Inkjet? Why Now?
 - Market Trends and Application Opportunities
 - Developing a Marketing Plan
 - Inkjet versus Offset
- **For more information, contact your local sales representative or visit www.mypressgo.com**



Any Questions?

Barb_Pellow@infotrends.com



Barb_Pellow@infotrends.com