

PrintShop Mail

Objectif Lune Software

HIGH-SPEED CREATION & PRINTING OF ONE-TO-ONE COMMUNICATIONS



PRINTSHOP MAIL IS A STANDALONE VARIABLE DATA PRINTING COMPOSITION TOOL.

**EASY TO USE FOR BEGINNERS WITH
ADVANCED CAPABILITIES FOR EXPERTS.**



MERGE ANY DESIGN WITH ANY DATABASE

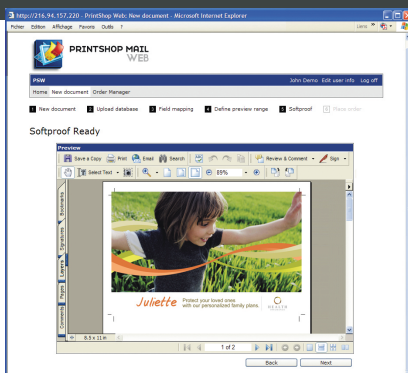
Drag-n-drop the resources on the layout.

PRINT & OPTIMIZE ANY PRINTER

Optimization of VDP production process.

- Minimizing set-up time
- + Maximizing printing speed.

PRINT FROM ANYWHERE AROUND THE WORLD



Using
**PrintShop Mail
WEB**
as a Central Production Server.



PrintShop Mail

KEY FEATURES

Intuitive drag-and-drop interface

Expression wizard for creating conditions

High-speed optimized output generation:

- Optimized PostScript®
- PPML
- PPML/VDX
- PDF
- VIPP
- PDF/VT
- VPS

N-up, step-and-repeat and print through-the-stack

Subset finishing with access to all printer functionalities

Web-based central production server

CSS-based skinnable web interface

SCALABLE LICENSING



PrintShop Mail STARTER

100 000 credits to start offering VDP



PrintShop Mail PRODUCTION

Unlimited production for VDP professionals



PrintShop Mail WEB

Web-based production server for multiple users

INCLUDING AN EXTENSIVE MAINTENANCE PLAN



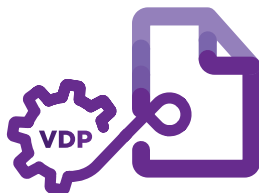
OLCare

- Online training
- Updates & upgrades
- Technical support

WHAT IS VDP?

VDP STANDS FOR VARIABLE DATA PRINTING.

It is a printing process in which elements such as images and text change from one printed piece to the next, using information from a database.



WHAT IS IT USED FOR?

IN ITS SIMPLEST FORM, MAIL MERGE CONSTITUTES VDP.

But the true potential of VDP lies in the **personalization of promotional documents**.

PRINTSHOP MAIL ALLOWS YOU TO MASTER VDP WITHOUT THE HASSLE!

You can't go wrong; PrintShop Mail has been **the leading VDP software for over 15 years.**

- ✓ Learn how to use it quickly with a very user-friendly interface and dynamic online training tools.
- ✓ Create VDP print jobs in minutes with extensive drag-and-drop functionalities.
- ✓ Cut down on production time with short set-up time and speedy print stream creation.
- ✓ Print high-volume mail merge fast with output optimization.
- ✓ Save on postage with an extensive barcode library.

TYPICAL APPLICATIONS

- Addressing
- Postal barcoding
- Production level mail merge
- Postcards and other direct mail pieces
- Numbering
- Tickets
- Serialized leaflets
- Business cards



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