

Custom Data Imaging Corporation reaps rewards of variable data printing



Kodak Digimaster
digital production system

**Success Story
from KODAK**

Several years ago, seasoned print veteran Frank McPherson saw the writing on the wall in his industry. It spelled "variable data."

He saw that in direct marketing, mass mailings were a technology of the past. Variable data printing, by contrast, could help his customers hone their communications to achieve substantially higher rates of return.

So in April 1999, McPherson, along with his wife, Sylvia, launched Custom Data Imaging Corporation (CDIC), a Toronto-based print shop specializing exclusively in variable data printing. The business opened on April Fool's Day, he says. "I think some people thought I was a bit foolish to focus the business on such a small niche."

But McPherson is having the last laugh. Using the **Kodak Digimaster 9110** digital production system, CDIC has been profitable since its inception.

"At CDIC, we help businesses develop one-to-one relationships with their customers," McPherson says. "The **Digimaster 9110** print system is enabling us to do that by providing an array of printed materials that help our customers communicate better with their clients by understanding and specifically targeting their needs."

Variable data printing with a Kodak Digimaster 9110 digital production system

Sophisticated versatility

McPherson chose the **Kodak Digimaster** digital production system because he needed a system that could handle very complex jobs, including documentation featuring as many as 100 variable fields and multiple types of variable data pages on a wide variety of paper stocks.

This high-level versatility enables CDIC's team of professional database marketers, printers and designers to serve a wide and varied client base, including automotive firms, financial institutions and retail businesses.



Frank McPherson, President of CDIC

"At CDIC, we help businesses develop one-to-one relationships with their customers."

Great tools, great service

To provide convenient, cost-effective one-stop-shopping for clients, McPherson uses a hybrid approach employing as many as three different print devices. He might offset print a document shell at Maracle Press, CDIC's sister company, then overprint the piece on the **Kodak Digimaster 9110** digital production system. The uptime of the production equipment, he says, is the highest among any in the shop.

"The reliability and quality of the **Digimaster 9110** system are outstanding," McPherson comments. "Kodak's responsiveness to the very few service calls we've made in nearly two years has been prompt and extremely helpful."

One example of what the **Kodak Digimaster** digital production system and variable data imaging can do to grow your business and your bottom line.

Pet Valu Coupon

Digital B&W Application:	Coupon Post Card
Classification:	Hybrid, customized printing; pre-printed shells with black and white imprint
Market:	Retail
Recipients:	Households within Pet Valu store trading areas in selected U.S. regional markets
Print run:	200,000

Production

Prepress	
Layout:	Shells 433 x 280 mm (17 x 11 in.) Finished postcard size 280 x 143 mm (11 x 5.6 in.)
Output information:	PlanetPress
Press	
Press:	Digimaster 9110 system for variable print 2 sides; Heidelberg Speedmaster 4/4 shell
Paper:	9 pt Horizon Gloss
Finishing:	EPA cutter trimming



Pet Valu coupon with variable data:

- address
- store location maps
- coupon value

Outstanding ROI

The results? For CDIC customers, benefits include stellar returns on investment.

One group of car dealerships, McPherson recalls, sent out 120,000 customized mailings. The dealerships experienced a 17 percent increase in service department business with dormant customers. The ROI in some cases was 4,000 percent.

CDIC produces other car dealership campaigns that highlight specific products and services to drive consumers into their service bays. "Some of the dealerships experienced responses of up to 25 percent, compared to just two-and-a-half percent through standard direct mail," says McPherson.

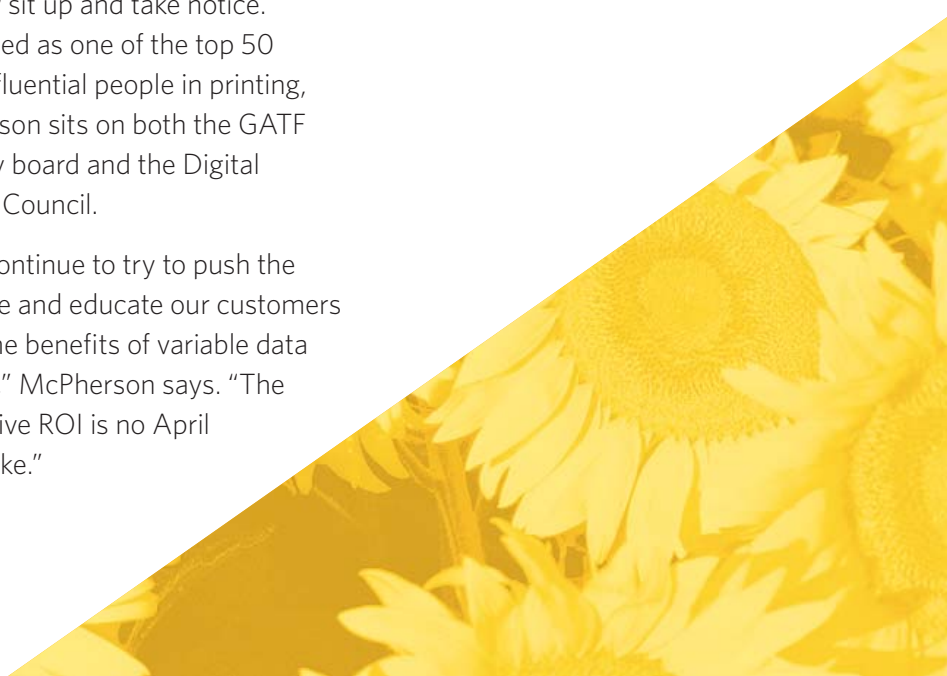
Similar advantages flow to financial-industry clients such as insurance firms and mutual fund companies. Any provider of wealth-building and asset-management products, McPherson says, must present customized information clearly and creatively.

"The mutual fund statements we help our customers create include charts and graphs to help the customer better understand how his or her money is being invested," he explains. "When you make it personalized, relevant and graphically appealing, chances increase that the customer will invest more and respond more positively to your communications."

The wave of the future

McPherson's leadership in variable data printing has made his entire industry sit up and take notice. Renowned as one of the top 50 most influential people in printing, McPherson sits on both the GATF advisory board and the Digital Printing Council.

"We'll continue to try to push the envelope and educate our customers about the benefits of variable data printing," McPherson says. "The impressive ROI is no April Fool's joke."



Digital black-and-white printing

The print production solutions you need from the company you trust. **Kodak Digimaster** digital production systems provide just what you're looking for in high-volume monochrome digital printing:

- Pacesetting productivity to meet tight deadlines and enable cost-effectiveness
- Excellent print quality that will impress customers
- Support for an expanded range of paper sizes, types and finishes
- Proven reliability and easy maintenance for maximum uptime
- Flexibility to meet diverse needs—and easy scalability for the future
- Powerful customer support and service by a worldwide industry leader

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