



PDi Rapid Document Creation - Print on Demand

Print what you want - when you need it

In an increasingly competitive market PDi's Rapid Document Creation and Variable Data Printing provide the ability to send highly personalised messages and time-sensitive information (promotional, reports, events, shareholder) and meet previously impossible deadlines. This service affords a speed-to-market that is as close to 'instant' as it is possible to be.



Print and distribute up-to-date information with absolutely no waste (or overs). Save money - print 'what you need' Save time - print 'when you need it'.

The two main applications are:

Promotional - where the objective is to maximise the response to marketing offers and build better relationships with customers by communicating directly.

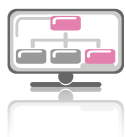
Publications - where guides, manuals and catalogues are personalised to an individual's requirements.

Today, digital printing can dynamically assemble four-colour images, charts, text, logos and other objects to create highly personalised documents. The more you target your reader's interests in your print communications, the more likely they are to read it, remember it, and respond.

Variable data printing merges the content from a database with a master document template and outputs that document on a digital printer. Every page generated can carry unique information, messages and/or images targeted at the individual recipient. Personalisation increases the document's attractiveness and improves the effectiveness of the message it contains.



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