



Now you can customize collateral and keep branding consistent with



Personalized Printing On Demand Digitally.

Let Heckman, Ink create, produce, manage and distribute customized marketing materials for you – quickly, easily and economically.

Contact

Peter Heckman

at 410-974-0124 or

www.heckmanink.com

to schedule your

complimentary

consultation and

demonstration.

Get higher response rates.

With pPodd you'll increase response dramatically with targeted marketing materials. The Web-based system lets companies with large distributed sales forces customize collateral to meet their needs locally and regionally while ensuring your corporate message remains intact. You can customize each sheet off the press by linking your file to a database.

Get high definition, vibrant images.

Using the state-of-the-art HP Indigo Press 3000, pPodd combines the creative flexibility of digital printing for short and medium runs with the quality of an offset press. Up to six colors, per side, can be printed on a wide variety of paper stocks cost-efficiently. High definition imaging and liquid hp ElectroInk create rich color prints.

This was printed on the HP Indigo 3000.

Get it done quicker.

Turnaround time is greatly reduced because many of the steps associated with conventional offset printing such as film, proofs, plates and trapping are eliminated. In many cases a job can be done in just four hours.

Get a better return on investment.

pPodd saves you money. When you factor in the costs of traditional printing, warehousing documents and out-dated inventory, postage to targets unlikely to respond, and your time, digital collateral management pays for itself. Plus you'll increase sales and foster long-term customer relationships with targeted communications – which is priceless.



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10 ways you can use



Personalized Printing On Demand Digitally to increase brand equity and revenues.

- Ensure consistent and correct usage of brand assets.
- Customize content to meet local and regional needs of your sales force, distributor networks and agents.
- Personalize targeted communications for greater response.
- Enhance brand image with high definition printing on a wide variety of paper stocks using up to six colors per side.
- Locate, view and approve marketing materials and versions quickly and easily 24/7.
- Control access to your brand assets through a secure site.
- React to market needs quickly with “just in time” materials.
- Increase awareness and frequency of personalized communications to important, smaller target groups.
- Print and distribute materials only as needed.
- Save money that’s often wasted storing obsolete, outdated documents and marketing collateral, on postage to targets unlikely to respond, and from increased efficiencies throughout the process.

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