



## Personalization software for PostScript printers

THINK  
PERSONAL  
THINK  
FAST  
THINK  
PRINTSHOP  
MAIL

### PrintShop Mail Workflow

PrintShop Mail makes personalized printing quick and easy. Import design elements and integrate database information, from almost any database format.

Simply drag and drop database fields onto the document layout. PrintShop Mail provides instant previews and a powerful resource checking option to ensure proper printing.

Utilize the comprehensive set of conditional rules for database driven composition. Print variable images and text based upon information in the data for each individual recipient.

Greatly shorten the printing process and decrease network congestion by using the image caching technology of the printer. Once the design is complete, send it to the PostScript® printer. The static elements are only processed once by the RIP, for printing at or near rated speed. This makes variable data printing an efficient one-step process.



ANY DATABASE	ANY DESIGN	ANY POSTSCRIPT® RIP
<p><b>Continue using your desired database:</b></p> <ul style="list-style-type: none"> <li>Dbase (.dbf)</li> <li>MS FoxPro (.dbf)</li> <li>MS Excel (.xls)</li> <li>MS Access (.mdb)</li> <li>Paradox (.db)</li> <li>Delimited ASCII (.txt, .csv)</li> <li>ODBC Support (SQL, etc.)</li> </ul>	<p><b>Continue using your desired layout or design application:</b></p> <ul style="list-style-type: none"> <li>Adobe Illustrator®</li> <li>Adobe InDesign®</li> <li>Adobe PageMaker®</li> <li>Corel®</li> <li>MS Word®</li> <li>Quark XPress®</li> <li>Etc.</li> </ul>	<p><b>PrintShop Mail supports all major RIP technologies:</b></p> <ul style="list-style-type: none"> <li>Optimized PostScript®</li> <li>Standard PostScript®</li> <li>Creo VPS®</li> <li>Fiery FreeForm®</li> <li>Fiery FreeForm 2®</li> <li>PPML</li> <li>PPML/VDX</li> <li>Optional: Xerox VIPP®</li> </ul>

- Easy database publishing
- Fast flexible print production
- Increased mailing response rate
- Greater document value

