

Digital and Variable Data Printing

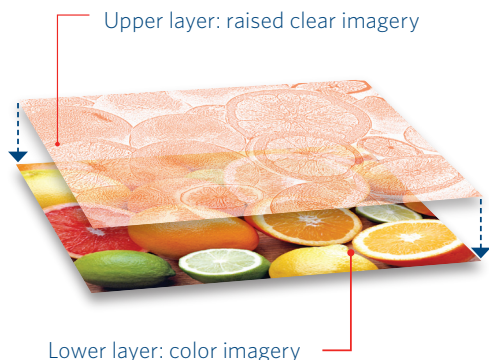
Overview

Fineline has offered digital printing for over 30 years. Our press room has evolved to reflect the latest technology available. We have a range of digital printing equipment to match your quality and price point needs.

Digital Advantages

Digital printing has made great strides in quality in the past decade. With print quality now within the range of offset printing, digital has distinct advantages over other printing methods:

- **Faster:** Digital presses do not require the plate-making process of offset, so turn-time can be much less.
- **Consistency:** Fineline has strict maintenance schedules on our machines so our digital presses produce a consistent product with each run.
- **Lower Volume:** Digital is typically less costly on lower quantity jobs (somewhere between 500-2000 sheets).
- **Customization:** Digital technology allows the modification of any part of the piece with each impression. This is a great solution for marketing campaigns utilizing PURL's (Personalized URL's) and other personalized data of highly relevant messages.
- **Dimensional:** Our NexPress offers dimensional print, a great way for your message to stand out and make a lasting impression.



Variable Data

Variable Data Printing (VDP) is one of the most effective ways of communicating directly to your individual customer. It makes direct mail and other marketing materials more personal.



The most successful variable projects are more than personalized, they are customized as well. VDP is about customizing the entire message, including text, images, graphics, offers, templates, graphs, etc. By customizing your message, you get:

- Increased readership
- Improved response and returns
- Repeat orders (loyalty) and order size
- Measurability (e.g., unique bar codes and i.d. numbers)
- Perceived as more eco-friendly by ensuring that you are only reaching groups most likely to be receptive to your products

Contact us for a free consultation on how to take advantage of variable data communications.



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Digital and Variable Data Printing (continued)

Enhanced Features

Our new NexPress digital press offers state-of-the-art quality and enhanced features like dimensional printing, clear coat protection, and Pantone matching features. Ask us for a sample book that showcase these features.

Full Service

Fineline is a full service graphics company, which means we have a dedicated pre-press and technology staff to make sure your files will produce what you want. With the help of our mailing and fulfillment facility, Fineline handles daily, weekly, and monthly communication on behalf of its customers--with no interaction besides obtaining the distribution lists.



Dimensional Print Samples



Fineline Printing Group is a leading commercial graphics and mailing provider in the Midwest. Fineline's customers get the best in purchasing efficiencies and brand quality from our wide range of products and services and state-of-the-art equipment. Our knowledgeable account executives personally handle the details of every project and look for ways to make it better or more efficient. That's why our motto is: *we will not ask for your business until we can improve it.*