

# Print-on-Demand & Customization

Create personalized, relevant, and custom communications quickly and cost effectively.



*SHPS Fulfillment is one of the largest independent print-on-demand facilities in the Midwest, producing 330 million impressions each year. For nearly 20 years, SHPS has provided its clients with creative solutions for the most demanding fulfillment projects.*

## Personalization and customization

SHPS uses Exstream Dialogue software, an award-winning application, that combines document creation, campaign management and tracking, multi-channel delivery, and Web application development into one powerful software suite. Dialogue is a single application that manages all variable content within a document. With Exstream's Dialogue, SHPS creates and delivers personalized communications, from high-volume, complex statements to on-demand direct marketing correspondence, regardless of variable content or delivery channel.

Clients can load multiple files, from different formats, onto the Exstream platform which is fully integrated with SHPS' order management system. Dynamic changes can be made immediately to the content of an individual document as well the entire order.

## Print-on-demand reduces delivery time

SHPS' print-on-demand service uses electronic files to produce a finished order in a fraction of the time needed for documents printed through traditional methods. Print and production services include:

- **Digital pre-press systems.** SHPS can accommodate Mac or PC platforms, eliminating the need to convert files.
- **Media transfers.** SHPS accepts files from most media formats via e-mail or secure FTP, including zip drives, CD, and SyQuest 44/88/200 MB.
- **Multiple software support.** All major software programs are supported, including QuarkXpress, Illustrator, Photoshop, PageMaker, Acrobat, Freehand, CorelDraw, Microsoft Word, Excel, PowerPoint, Access, and Publisher.
- **High-speed digital imaging.** SHPS' digital equipment prints the exact copies needed for high-quality black & white and four-color publications.

- **Finishing and bindery.** Finishing capabilities include standard collating, folding and trimming, tabletop folding machines, hydraulic cutting, standard/SRN numbering, scoring, and perforating. Binding capabilities include GBC, coil, plastic and saddle-stitch, hydraulic single- and three-hole drill, and in-line and off-line tape binding.
- **Quality control.** SHPS can make adjustments as needed to correct any errors and maintain expected output quality.
- **Manual or automated kit assembly.**

### Increase direct mail response

By combining print-on-demand capabilities with personalization, clients can achieve lower production costs, faster time-to-market, increased customer response, and greater customer satisfaction. The value and effectiveness of personalized content is firmly established in the marketplace, making it a requirement for all print-on-demand operations.

### Online order management

SHPS' order management system (OMS) clearly identifies and links all data files and images that make up an order. This guarantees effective coordination among work orders, data files, and all order components.

### Electronic delivery

Using electronic document delivery, SHPS gives clients a new technique to send announcements, transactional correspondence, or special offers to their customers. Finished documents are placed on a secure Web site for retrieval. E-mail notices are transmitted to addressees, directing the recipient to the document location with options for final delivery to a desktop screen or printer.

*SHPS offers a complete fulfillment solution that improves the performance of client communications using print-on-demand and digital data management technology to rapidly produce personally relevant materials that can be delivered through postal and electronic mail.*

This delivery method promotes faster communications with lower costs than traditional printing and distributing. Any communication not retrieved by a certain date can be identified, printed, and mailed to designated persons, all within client-specified deadlines.

### Capacity

SHPS' print services are supported by the Midwest's largest assembly of Xerox DocuTech machinery—23 pieces of POD equipment, printing both color and black & white. Print orders are set up quickly with production runs scheduled on multiple pieces of equipment and across more than one shift. Using shared resources allows jobs to finish in the fastest time possible.



For more information about SHPS Fulfillment, please call us at 1-877-358-3779 or visit [www.shps.com](http://www.shps.com).