

# in TOUCH

Vol 1, Issue 1  
February 2009

a bi-monthly publication of TouchPoint Print Solutions — Berman Printing • CCI/CoakleyTech • NSO Press



## A Message from our CEO

Happy 2009 and welcome to the premier issue of *inTouch*, a bi-monthly newsletter to our customers, friends, and colleagues.

It's been an interesting last few months. In light of today's economy, we know the return on your marketing dollar is more important than ever. Through our extensive product/service offering—and creative problem-solving skills of our staff—we are prepared to help you take on all your new challenges. By this accord, we hope this publication will be helpful in your efforts.

Along with an update of what we're doing to enhance customer value, *inTouch* will provide you a forum to get questions answered, participate in free training sessions, and even cash in on ongoing contests and prizes.

As with everything we do, we welcome your support and feedback. Pass along your thoughts to your sales rep or email me any time. Best wishes for a prosperous 2009!

— Tom Simunek, CEO  
[tsimunek@touchpointps.com](mailto:tsimunek@touchpointps.com)

## CCI/CoakleyTech Multichannel Campaign Yields 7% Return

*Creative combination of print, individualized PURLs, and special offers builds customer excitement and response to CCI/CoakleyTech campaign.*

When it comes to color digital variable data, CCI/CoakleyTech brings the conceptualization, data management, and production capabilities proven to increase client ROI for their print spend.

Showcasing its abilities in combining XMPie technology with the company's new iGen digital press, CCI/CoakleyTech's holiday promotion offered recipients a compelling—yet simple—example for using their valuable customer data in a resounding way.

Removing clients already using the company's CVDP expertise, CCI/CoakleyTech compiled a list of the top 1,600 candidates (customers and prospects) it believed would benefit most from the offering. Each contact was then sent a cost-effective, 4/0 postcard with a personalized cover image and unique PURL that allowed them to access more information on CVDP technology and order a full-color, wire-o-bound 2009 calendar with 12 images personalized to their own unique information.

Just days after the mailing, PURLs received 300+ hits, with nearly half of visitors completing surveys that provided even greater insights into their needs. **Final qualified leads exceeded 7%** (compared with average 1–1.5% response rates of generic direct mail.)



"Every organization has over the years compiled rich, untapped areas of opportunity in their customer databases," said Carey Howard, Marketing Director. "Our team gives them the ingenuity to convert these assets into realizable revenues."

CCI/CoakleyTech's calendar and other CVDP promotions have served largely as conversation starters, helping marketers visualize real improvements to traditional campaigns.

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— Carey Howard  
Marketing Director  
CCI/CoakleyTech

"TouchPoint is all about improving client value in every venue—be it direct marketing or any other service offering," added Howard. "The new economy makes what we provide even more valuable. Saving money, improving results, or enhancing ROI, we're here to make customer goals a reality."

# Ask the Expert



Phil Bartelme  
Chief Information Officer  
CCI/CoakleyTech

Ever wonder if there's a better way to construct a project? Want to learn more about a particular technology? Confused about FSC, SFI, SGPP, etc.? "Ask the Expert" answers your questions in language that won't make your head spin! Email us at [choward@comcom.com](mailto:choward@comcom.com). If your question is published in an upcoming issue of InTouch, we'll send you a \$10 gift card to your favorite spot.

**Q.** Where do I even begin with a variable, one-to-one piece?

**A.** Our team is happy to sit down with you to find ways for this technology to pay off. We suggest starting with an existing document and adding variability. You'll then want to segment your database and think through how different messages/images can better resonate with each subgroup. VDP can be extremely effective at increasing your response. You may want to try this technique as a "test" before a full campaign. For a customizable document on a W2P site, you'll want to make sure changeable fields do not compromise brand standards.

**Q.** What trends do you see in web-based ordering solutions?

**A.** Users want richer, more interactive experiences. They want a unique look and feel as well as sophisticated search options. We can deliver on all of these in a cost-effective manner. Customers are also becoming more data-savvy, which dovetails with one of the core principles of our solutions. We always try to capture as much information as possible—everything from logins to websites, browsed items, and of course what they order. Customers can use this data to make better decisions about new items they add to their site.

## Top Trends for the Start of 2009

- While 10–15% of revenues are spent on documentation, just 21% of companies surveyed have a document communications strategy.

[Strategy Partners, *Innovation in Document Communication*, 2009]

- Non-compliance with new USPS standards for address placement on periodicals and flats by March 29 will not only eliminate discounts but may result in additional fees. [USPS]

- iGen and other variable-data presses are making it affordable to produce custom-content books—a boon for publishers, educational institutions, and others.

[Print Solutions, 11/08]

- Personalized direct mail is proven to deliver returns of 8%, 12%—and even higher with well-designed campaigns—compared with the average 1–1.5% rate of static mail. [Digital Printing Council, May 2008]

Are you positioned to capitalize on these trends? Contact your account representative, or visit [www.touchpointps.com](http://www.touchpointps.com).

## CCI/CoakleyTech Gives Customers More Personalization/Color Options with Cutting-Edge iGen Addition

What weighs 7,892 lbs. and can run up to 6,600 impressions per minute? CCI/CoakleyTech's new **Xerox iGen3 110™!**

With razor-sharp, 600-dpi imaging, automated color calibration, 100% text/image personalization, the new addition has run nearly 1,000 jobs since its December installation.



The machine gives clients across the entire TouchPoint network the flexibility to produce brilliant-colored, short-run documents and print projects up to flat sizes of 14.33" x 22.5". Integrating seamlessly with the company's business intelligence and database technologies, it opens the door for virtually limitless customer marketing opportunities. Since CCI/CoakleyTech already has a robust lineup of finishing equipment (including diecutting and perfining), most projects are turned in 72 hours or less.

"Our customers rely on us to consistently deliver high-quality work under demanding turn times," commented Steve Henck, VP of Operations, CCI/CoakleyTech. "This press truly expands their possibilities for marketing and print. Plus, the larger format means we're able to get more impressions up on a sheet—generating measurable cost

savings they can add to their bottom line."

Another advantage of the iGen3 110 is its ability to mix stocks within a run, helping marketers test the tactile nature of campaigns or swap in eco-friendly materials for specific target audiences. Recent projects have included brochures, direct mail, and postcards, as well as vibrant oversized posters, which the company laminated in-house.

For samples printed on the new iGen3, contact Carey Howard at [choward@comcom.com](mailto:choward@comcom.com).



## Berman Printing Showcases Talents with Three Gold Awards for Print Excellence

Considered the Cincinnati area's benchmark for commercial print and dimensional packaging, Berman Printing stood out once again, taking home three coveted Gold Awards from this year's Print Industries of America, Northern Kentucky and Ohio (PIANKO) competition.

Included in these awards was Domtar's Earth Choice brochure, showcasing Berman's eco-friendly manufacturing and sophisticated print and bindery capabilities.

"Berman Printing is committed to providing customers the manufacturing expertise and meticulous quality that gets them noticed—and more important, drives results," said Bill Pearson, CEO, Berman Printing. "We are very pleased to be recognized once again among the area's top providers."

In the past three years alone, Berman has received 12 PIANKO awards, in addition to a number of other industry honors and customer accolades.

## NSO Press's Sustainability Seminars Help Clients Go Green — and Keep "Green" Too

A demonstrated leader in eco-friendly manufacturing and operation, NSO Press has launched a FREE new program to help clients enact "green" efforts for their own organizations.

Conducted in partnership with New Leaf Paper and Unisource, NSO's **Sustainability Seminar Series** helps clients understand current trends and options in recycled paper, environmentally sound production practices, and how to leverage using an FSC-certified print partner in building their businesses.

The events also demonstrate the environmental advantages of soft proofing, electronic file transfer, and other technology offered by NSO. Such services save clients money and reduce cycle times, while creating "green" benefits including reduced solvent, ink, and substrate waste plus lower emissions from unnecessary "carbon" deliveries. Attendees gain a greater understanding of the total impact of their choices, enabling them to make more conscientious, eco-friendly decisions.

*Our seminars help clients cut out unnecessary processes and strengthen their print programs with tactics that make environmental sense as well as drive cost savings.*

— Mike Abell  
Sr. Account Executive  
NSO Press

Held last month, the first event was considered a great success. "Many companies believe getting 'greener' simply means producing less print," commented Mike Abell, Sr. Account Executive and program lead. "Yet, in today's economy, targeted direct mail and vibrant promotional material are more vital than ever."

Abell added, "Our seminars help clients cut out unnecessary processes and strengthen their print programs with tactics that make environmental sense and drive cost savings."

Events are tailored by industry, covering issues specific to the given audience. **February's seminar is geared to the ad agency/design community.** All seminars will be held in the Denver area and are open to the public. TouchPoint customers and other interested parties unable to attend can

request a pdf copy of NSO's Sustainability Tips.

**For details or a schedule of upcoming seminars, contact Mike Abell at [mabell@nsopress.com](mailto:mabell@nsopress.com) or 303.227.1400.**



## InTouch with Jason Wienke, Digital Media Manager

Digital media is changing rapidly, and different features can make a substantial difference in usability, security— and ultimately cost. Fortunately for TouchPoint customers, Jason Wienke is just a phone call away.

Over the past six years, Jason has helped hundreds of customers optimize their digital media spend, through expertise on carrier selection, manufacturing cost-efficiencies, and value-added elements that enhance their programs. Such items include proprietary data encryption and security/anti-copy software, which Wienke and his team have developed. He also oversees all media production, including DVDs, CDs, flash drives (*and the occasional 3.5" floppy*).

"Because digital media is always evolving, there are new possibilities—and questions—every day. I love being able to share solutions with customers," said Wienke.

His passion and commitment are echoed by his 15-person team. "The people at CCI/Coakley Tech are second to none. Our team is constantly thinking up new ways to enhance value for customers," added Wienke. "They are the reason I can sleep at night."

Need digital media advice for an upcoming project? Email Jason at [jwienke@coakleytech.com](mailto:jwienke@coakleytech.com).

## New Additions

*TouchPoint Print Solutions is proud to welcome several new additions to its staff.*

### BERMAN PRINTING

**Jon Kollstedt** joins Berman Printing as a Sales Representative. **Jon can be reached at [jonk@bermanprinting.com](mailto:jonk@bermanprinting.com).**

Project Coordinator **Bill Koppers** has become part of the team at Berman Printing. **Email Bill at [billk@bermanprinting.com](mailto:billk@bermanprinting.com).**

### CCI / COAKLEYTECH

**Jason Carson** has signed on as Business Development Director. Based in the Chicago area, Jason will focus on document solutions for healthcare and financial services clients. **Email Jason at [jcarson@comcom.com](mailto:jcarson@comcom.com).**

Account Executive **Dee Fladwood** will provide document management solutions, particularly for marketing teams. **Dee can be reached at [dfladwood@comcom.com](mailto:dfladwood@comcom.com).**

**Carey Yelton** has joined the team as an Account Executive. **Contact Carey at [cyelton@comcom.com](mailto:cyelton@comcom.com).**

### NSO PRESS

Seasoned Account Executive **Robin Serafini** joins the team at NSO. **Email Robin at [rserafini@nsopress.com](mailto:rserafini@nsopress.com).**

**John Banas**, a digital print specialist formerly with Kinkos/FedEx, joins NSO. **Contact John at [jbanas@nsopress.com](mailto:jbanas@nsopress.com).**

## Recession Busters: FREE TPS Stuff and More!

As your partner, we know the economy has added strain on your budgets and complication to your daily lives. As such, we've pulled together a list of special offers from our partner companies and others that we hope you will find useful. Consider this your own personal "Bailout," from your friends at TouchPoint Print Solutions!

### TOUCHPOINT COMPANY OFFERS

**FREE Personalized 2009 Calendar, valuable tips for VDP, and XMPie wisdom and support**  
**Contact: [choward@comcom.com](mailto:choward@comcom.com)**

**FREE 2009 Calendar, produced by NSO Press in conjunction with the National Sports Center for the Disabled and Design and Image Communications**  
**Contact: [mabell@nsopress.com](mailto:mabell@nsopress.com)**

### FREE TIME-SAVING TOOLS ON THE WEB

**<http://www.morguefile.com>**  
FREE images for commercial use without permissions or credits.

**<http://www.barcoding.com/upc>**  
FREE tool to create scannable barcodes from your ISBNs.

**<http://www.brandsoftheworld.com>**  
FREE fonts, eps files of major brand logos, templates, and other great time-savers

**<http://www.colourlovers.com>**  
FREE downloadable color palettes to add fresh inspiration to your marketing campaigns

**<http://www.bittbox.com>**  
FREE illustrations, background textures, fonts, and freeware to save you money and make your life easier

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