

What Is Variable Data Printing?

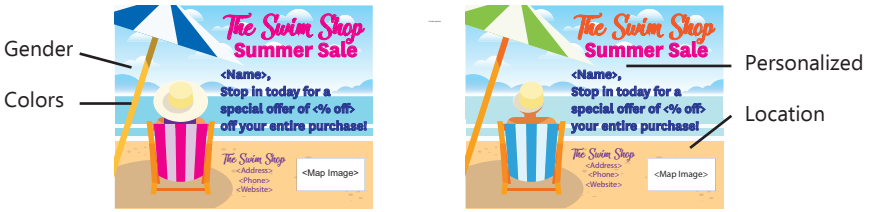
Variable Data Printing (VDP) is a form of digital printing in which elements such as text, graphics, and images can be changed from one printed piece to the next using key data points to create a personal experience for the recipient.

How Does Variable Data Printing Work?

1.) Collect your data, sources may include:

Demographics, Social Presence, Purchase History, Browsing History

2.) Create a design and determine variable elements:



3.) Create a spreadsheet of key data points as they relate to the design:

Name	Gender	Location	Offer	Map Image
Tim	Male	Stratford	20%	map1.jpg
Mary	Female	Hartford	10%	map2.jpg
Nancy	Female	Stratford	15%	map1.jpg

4.) Premier will integrate your design files, spreadsheet, and placement of variable elements:



5.) Items are printed digitally, allowing for infinite variations:



Name: Jessica
Gender: Female
Location: Stratford
% off: 20%
Map Image: map1.jpg



Name: Kevin
Gender: Male
Location: Hartford
% off: 15%
Map Image: map2.jpg