

you can
Canon

PrintShop Mail

We can help you build a profitable
personalised printing service





Run a profitable service

Few print businesses are offering profitable variable data printing services to their customers, and the market is dominated by a few large printers with digital presses.

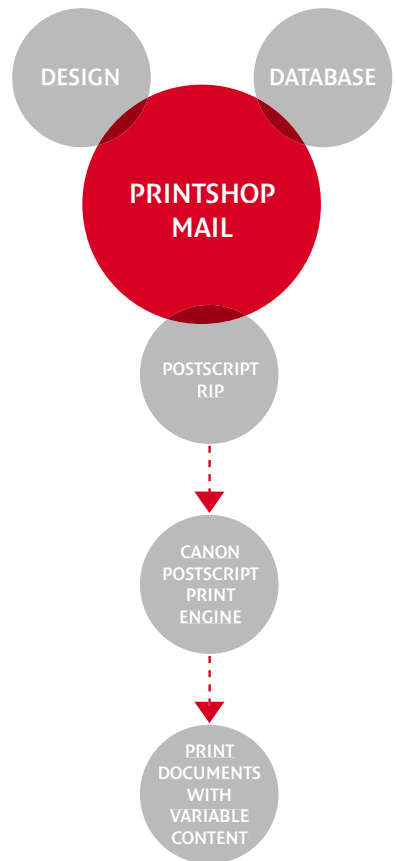
But with Canon you can offer high quality personalisation, versioning and customization services at relatively low cost.

PrintShop Mail is ideal for a broad range of projects from simple personalisation of letters and postcards to complex, multiple page brochures incorporating variable text, images and bar codes.

The right Combination

We provide the right combination of software and hardware, plus the right approach, level of commitment and knowledge of customer needs to ensure your variable data printing service is a success.

The PrintShop Mail process



Offer quality personalised printing with PrintShop Mail

Need a low-cost, hassle-free way of providing variable data printing services to your customers? PrintShop Mail gives you everything you need.

At Canon, we cut through the hype and tailor our solutions to meet your precise requirements. PrintShop Mail helps you produce high quality documents easily, quickly and cost-effectively and personalised to professional standards.

The process couldn't be simpler

PrintShop Mail enables easy integration of any existing database information with document designs or templates to produce high value customised documentation.

1. Create your document design in standard page layout software such as Microsoft Word, Adobe InDesign or Quark Xpress, alternatively design your document within PrintShop Mail.
2. Leave space in your document for the addition of variable content such as text, images and barcodes.
3. Open your database and link it to the variable components in your design by simply 'dragging and dropping' the appropriate database fields.
4. Use PrintShop Mail's verification and preview tools to ensure that the database records are merging with the document design as expected.
5. PrintShop Mail sends the static content of the document and the database links to your Canon print device via the printer's postscript RIP only once. Data records are then sent to the printer on the fly. This enables the printer to operate at or near its rated speed and can significantly reduce both total print times and network congestion.

Examples of Personalised document



Benefits and features

- **Drag and drop** – create personalised print jobs simply by dragging and dropping data fields.
- **Convenient and time saving** – short learning curve as existing hardware and software can be used with PrintShop Mail.
- **RIP once, print many** – total print time is reduced as static content is sent to RIP only once and only variable content is processed on the fly.
- **Any font colour and size** can be used to customise variable text used, increasing scope and flexibility of design capabilities.
- **Any variable image** – use variable images in all major file formats, saving cost and time associated with image conversion and manipulation.
- **Compatible with PC and Mac platforms**, enabling users from creative, administrative and marketing environments to easily combine data and manage content.
- **Fast validation and preview functions** reduce the risk of expensive errors and streamline the whole workflow.
- **Layout repetition facility** for multi-up designs simplifies stacking and cutting of printed material off-line.
- **Custom barcode creation capabilities** (nine fonts are included free of charge) increase the scope of personalised material which can be printed.
- **Fast and professional results** – as PrintShop Mail can automate the whole variable data print workflow by controlling all print and finishing options available on the Canon print devices.
- **Return on investment** is maximized and utilization of all available resources is optimized.

Specifications **PrintShop Mail**

SYSTEMS SUPPORTED	Mac OS 10.3.0 or higher, Windows 2000, XP or Server 2003
MINIMUM SYSTEM REQUIREMENTS PrintShop Mail 5.0 (Windows)	Pentium II, 300 Mhz or higher.- 128 MB RAM - Hard disk with 50 MB disk space - 16 bit color monitor resolution 1024 x 768 - Windows 2000, XP or Server 2003 * Note: To use PDF files in PrintShop Mail Adobe Acrobat needs to be installed.

MINIMUM SYSTEM REQUIREMENTS PrintShop Mail 5.1 (Macintosh)	Power PC Macintosh G3 at 350 Mhz - 256 MB RAM - OS 10.3.0 or higher - 50 MB hard disc space - CD ROM drive
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**Talk to Canon and we
will show you new ways
to grow your business
successfully.**

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