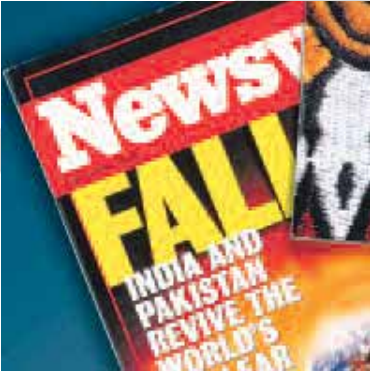


Ink Jet Solutions for Finishing and Mailing



market sector



More than just Labelling Replacement

Providing a full system solution for on-line personalisation of printed and bound products, Domino's ink jet systems offer a host of benefits for both printer and publisher. Eliminating the need for labels and separate printing processes, all items such as poly wrap, covers, in- and on-serts etc. can be personalised and addressed on-line for a complete added value mailing and finishing solution.



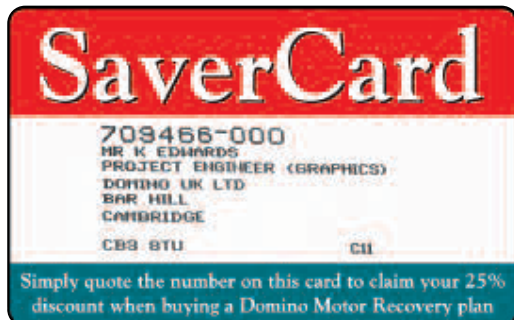
Pre-addressed Reply Cards

Pre-addressed reply cards can be inserted in the magazine to achieve higher response rates. Recent research shows that response rates can be more than doubled when the reply cards are pre-addressed. With the addition of a barcode or OCR number, responses can be handled automatically.



Plastic Cards

Plastic cards, CDs and discount cards can be personalised and glued to the product.



Selective Inserts

Personalised in- and on-serts can be selectively fed on to the product with reader details for targeted advertising or special offers. Publishers can make full use of their subscriber information and implement demographic as well as geographic mailings, thus targeting readers in a fast and cost effective manner.



Benefits for the Printer

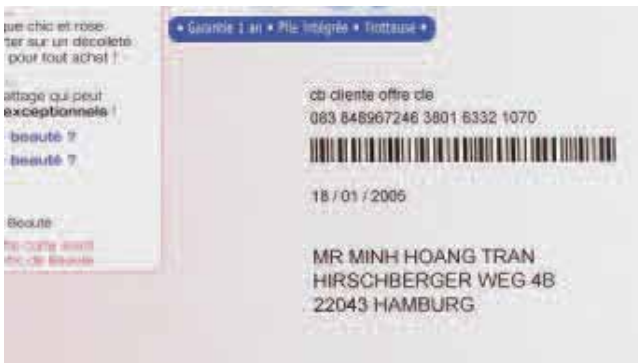
- Able to offer added value services
- Maximise postal discount through 100% mailsort and postal barcodes
- Improves waste management
- Eliminates the need for residual copies
- Higher quality print with wider range of fonts
- Last minute changes possible on subscriber database
- More reliable net output - no damaged labels in production or lost in transit
- Maximise use of capacity - even small print runs become economic due to quick set-up and fast turn around

Benefits for the Publisher

- No label costs
- Targeted advertising
- Improved response rates through pre-addressed reply cards
- Full benefit of postal discounts
- Targeted messaging
- Increased revenue through promotional games
- Increased circulation and loyalty through games
- Personalised membership/ discount cards
- No separate mailing needed for subscription reminders/renewals
- Improved readership rates
- Database asset can be used to full potential

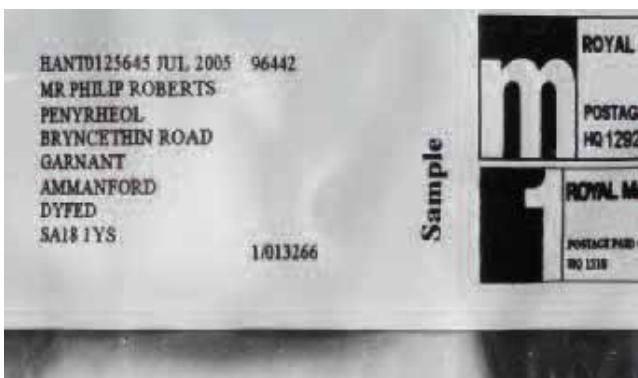
Promotional Mailing and Inserts

Promotional mailings and inserts can be personalised and pre-addressed on-line, thus eliminating the time and expense involved in separate printing processes. Full control and the added benefit of being able to add last minute changes to the database, allows for more 'right first time' products to be produced.



On-line Addressing

On-line addressing on poly- or paper wraps can save on the cost of paper labels by a factor of ten. Less time is involved in the set-up and running of jobs and last minute changes can be made to the subscriber database allowing for more accurate runs. The automatic re-ordering facility ensures a 100% output, all benefiting from full mailsort.



Personalised Covers

Personalised covers can be addressed on-line and be personalised with membership or subscriber details. Text can be printed in several different positions on the cover or within the book, parallel to the spine or the head. Even at fast production speeds, a high quality output can be achieved with a wide range of fonts.



Subscription Reminders

Subscription reminders, including all subscriber details, can be added or printed directly onto the magazine to save the cost of a separate mailing as well as increase the renewal rates.



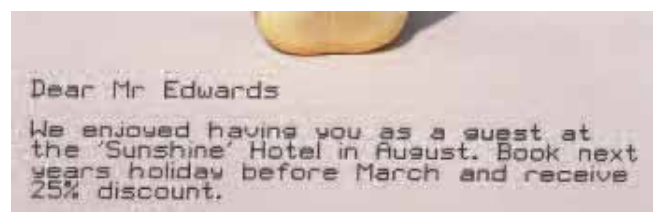
Promotional Games

Promotional games can be run without expensive pre-printed inserts from third party suppliers. 'Lucky numbers' or other games can be printed directly onto individual copies to attract more subscribers or as part of a reader retention programme.



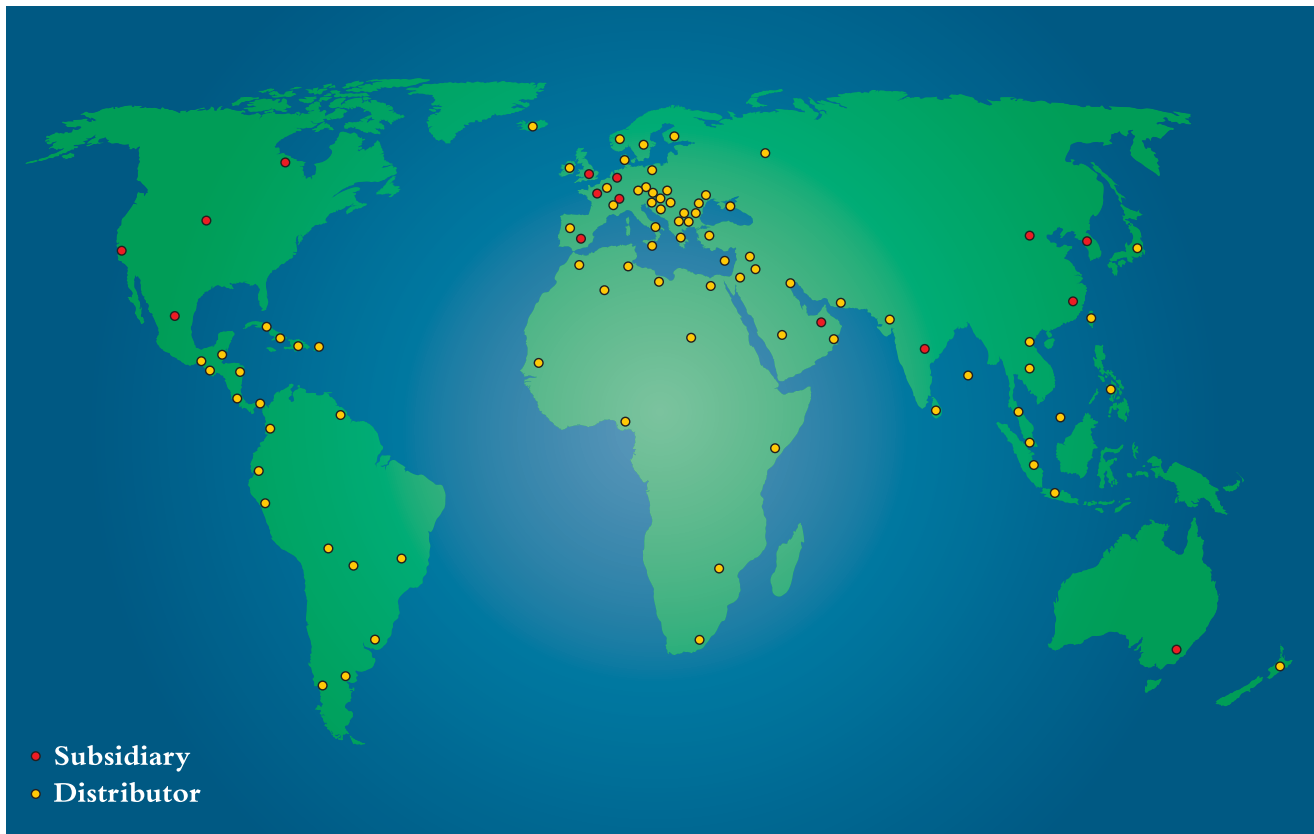
Fixed or Variable Messages

Fixed or variable messages can be added on the cover or inside the magazine to highlight specific offers (or articles) of interest to the subscriber. This allows for a highly sophisticated way of targeting, not just groups, but individual readers.



Domino Worldwide

Through an extensive global network of subsidiaries and distributors, Domino operates in over 120 countries. This network offers customers both sales support and access to highly skilled service teams, providing technical support packages to suit the varying production environments and customer requirements across the world.



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