

# Print 2.0: Born for marketers

Gary Peeling, MD of Precision Printing, top cross-media communications house and 'Lead Generation' theatre sponsors of mediaPro 2010, highlights the power 'print 2.0' provides for a multi-platform marketing campaign.

Integration, interaction and localisation have become the key pillars of marketing communication in a digital, multimedia world. Though many things have changed, still others remain constant - like the power of print, and the contribution it can make within a multi-platform marketing campaign.

Print remains effective, efficient and ecological. Well-targeted, highly contextual direct mail is more effective than ever. In 2009 it was the only medium to show increased response rates - while online, TV and radio all saw a decline.

Uniting the latest print technologies with cutting-edge digital marketing techniques places print at the heart of a new communications channel arising from the fusion of internet, data and printing - a channel leading print services supplier Precision Printing has dubbed 'print 2.0'. It is for print 2.0 that the company has assembled a portfolio of new print solutions to be showcased at mediaPro 2010.

The promise of integration is long-anticipated: lower costs; greater impact; increased measurement of response; higher sales. But only now, with the arrival of web 2.0, is integrated marketing communication finally becoming realised. The state-of-the-art solutions that Precision has developed promise to unlock the true potential of print 2.0.

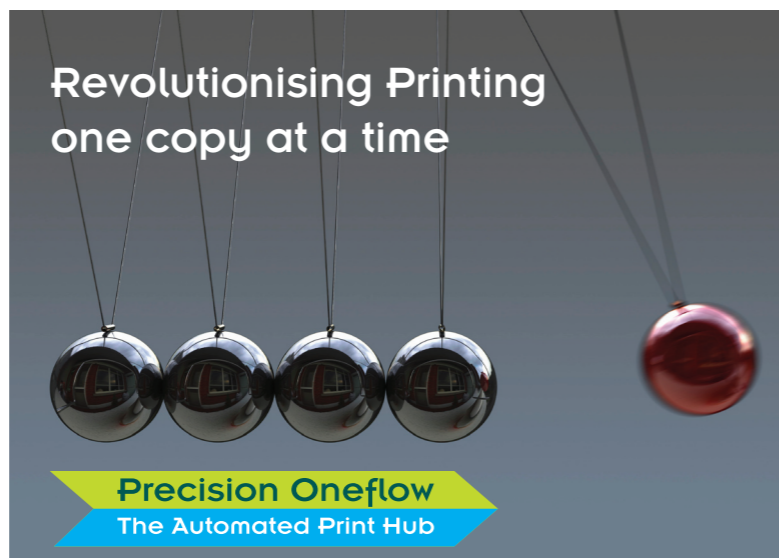
With a 45-year track record in delivering reliable, innovative and professional managed print services, Precision is uniquely positioned to understand and respond to the rapidly-evolving needs of modern business. Precision's client list straddles multiple sectors and ranges from American Express to Hanson, AMV BBDO to Age UK.

Precision aim to make it easier for customers to manage their print requirements: from streamlining the delivery of operation print to improving ROI on marketing communications. Its focus is finding fresh ways to seamlessly integrate physical media into the cross-media environment. And its specialist expertise includes building links

between client websites and fully-automated print flows.

Precision's latest solutions are designed to set new standards in print-based services, enabling greater integration, interaction and localisation.

The new OneFlow interface, for example, facilitates the automatic processing of orders to deliver lower direct costs and dramatic reductions in clients' internal order handling costs. Any number of



short-run jobs can be printed quickly and economically, with jobs printed and finished easily in one pass. Any number of copy run length - from one upwards - can be accommodated, meanwhile, with capability to handle 250,000 orders per month.

The OneFlow interface paves the way for unique, individual communications printed on-demand. By directly linking to a client's web site and other data feeding in, it allows a real, physical event to be triggered directly by online activity. So users can prompt a fully automatic, automated print event simply by the submission of data. OneFlow promises to revolutionise the use of print in future marketing communication campaigns.

Precision's new cross-media marketing solutions offer further fusion of print and web-based technologies - enabling clients to generate better response rates and more interaction with customers; providing better data to inform future campaigns. With content delivered from a single, service-based platform, multimedia can be used in campaigns at a much lower run-rate than before. This single, central point approach also provides users access to a campaign dashboard for real-time tracking of analytics.

Localisation is another focus for NPd at Precision. MediaPro 2010



## Precision Oneflow The Automated Print Hub

*Life is Local*

visitors will see the latest location-based contextual communications built into a selection of next-generation localisation tools. The maxim 'think global, act local' has at last become truly actionable, thanks to Precision's online template-based systems. These will allow central control but local customisation. This in turn allows brands to support communities around specific 'bricks and mortar' outlets - the original 'social networks' in existence before Facebook.

As more channels come online, all businesses - clients and solutions providers, included - need to understand more clearly which media work best in which environment. Without question, physical media remains the best performer in a physical sales environment.

Which is why, moving forward, Precision Printing is in no doubt that print 2.0 will make tomorrow's print media as flexible and dynamic as online activity has become today.

[www.precisionprinting.co.uk](http://www.precisionprinting.co.uk)

### HP: SELL MORE PRINT TO MORE PEOPLE Run: 1,020

The growing prominence of localised marketing means print is under pressure to keep pace. Its ability to do so is neatly illustrated by a recent VDP campaign for HP - the pinnacle of latest VDP data and image generation techniques.

By making good use of the new thick substrate kit, Precision was able to print on stocks up to 450 mic. The new opaque feature, meanwhile, allowed VDP printing in white for the first time. It also provided a base onto which four colour images can be placed on dark or transparent stocks.

Documents featuring VDP content throughout were generated using both XMPie and Direct Smile simultaneously. A geo-location feature on the back cover was created by bespoke scripting: Precision's system analysts automatically looked up postcode locations for recipients against the show location, and calculated distance.

On top of all this five different substrates, including clear and Mirri stocks, were used. Care was taken to maintain data integrity for PUR binding, and quality of printing was also an important priority.

The end result demonstrated the very latest features on the new HP 7500 press - one of four Indigo presses Precision now has. It's printing at its best: contextual, localised, tactile and vibrant.

### HOTPRINT: MY GETAWAY HOTBOOK Run: 1

The market for user-created photo products is growing fast with consumer demand rising at the rate of 50% a year.

At the same time, demand for specialist contract production support is rising rapidly with both emerging online players and existing photo brands opting to outsource manufacture of the personalised products they supply which can range from calendars, books and greetings cards to posters.

It's a challenging brief: fulfilling multiple products, large file transfer and order reconciliation before shipment with very fast turnaround - all for jobs with a run copy length of just one. But it's a challenge Precision has risen to for a number of photo product providers including Hotprints, the first Facebook photobook product.

The key is bespoke workflow development. Precision delivers fully-automated production workflows which track the progress of each order using real-time JDF and barcode feedback. In peak season the company can handle up to 10,000 individual orders every day, and last season it did not lose a single order as part of a £1m contract.

Precision Printing, sponsor of the Lead Generation Theatre at mediaPro 2010, will be showcasing its new products on Stand 79 from November 2-3. Managing director Gary Peeling's presentation, Life Is Local, will take place on both days in the Lead Generation Theatre.

For more info see [www.mediaproexpo.co.uk](http://www.mediaproexpo.co.uk).



*Dscoop  
cross media  
project*

