

STATE-OF-THE-ART  
**DIRECT MAIL**  
*requires*  
STATE-OF-THE-ART  
**TECHNOLOGY.**





**Direct marketing delivers an extraordinary return on investment. Each \$1 invested in direct marketing returns \$11.50 in incremental revenue.\* Research shows that direct mail outperforms print, television, radio and Internet advertising.\*\* Why? Because direct mail connects with consumers.**

*34% of consumers surveyed said direct mail contributes most to establishing a relationship with them and keeping them informed and involved with a business (versus print ads 30%, TV 25%, radio 5%, e-mail 4% and the Internet 2%).\*\**

Three keys to direct mail success? Personalization, customization and timely turnaround. At **VisionDirect**, our technical capabilities provide clients the opportunity to maximize the effectiveness and efficiency of their direct mail project — whether they're mailing 1,000 pieces or 1,000,000.



*Buskro Inkjet*

## INKJET PRINTING

### *Videojet G4100 Wide Array*

The Videojet G4100 digital imaging system offers **VisionDirect** clients state-of-the-art printing.

- 1200X600 dpi resolution blends addresses, personalized copy and graphics seamlessly with offset printed material.
- 4 1/4" print band.
- TrueType® fonts, including handwritten fonts, match type-specific jobs perfectly.
- Can accommodate large envelopes.
- Extra wide tabbing for applying wafer seals, live stamps and Post-it® notes.
- Print speeds of 500 feet per minute translates into 20,000 envelopes or 35,000 post cards printed per hour.

The Videojet's wide array head allows the simultaneous printing of multiple customized fields, making VisionDirect's G4100 the right choice for reply devices and variable data print projects.

### *Buskro Inkjet*

Using water-based inks, the Buskro Inkjet provides high quality color or black and white printing — even on coated stocks.

- 3 independent print heads can be adjusted for unmatched printing flexibility
- Simultaneous printing of multiple customized fields speeds up print time
- 3" print band, 1" color
- Up to 660X660 dpi resolution
- JPEG or Bitmap file compatible
- Can accommodate large-sized envelopes
- Extra wide tabbing for applying wafer seals and live stamps
- Perfect for printing and attaching Post-It® notes featuring spot color

### *Videojet PrintMail*

**VisionDirect's** Videojet PrintPro is well suited for direct mail projects involving addressing and personalization, including variable graphics. By using solvent-based inks, the Videojet PrintPro meets the demanding print specs required for bar codes and unusual printing surfaces.

- Dual 2" adjustable print heads
- 4" print band
- Unique over/under imaging capability allows simultaneous duplex printing in a single pass
- Up to 128 X 300 dpi resolution
- Ink dries immediately, even on coated, varnished or aqueous surfaces
- Scalable TrueType® fonts
- Tabber for attaching wafer seals and Post-it® notes
- Up to 30,000 pieces per hour

### *Videojet BX6000*

**VisionDirect's** Videojet BX6000 is the latest workhorse in the direct mail printing business. Using solvent-based inks for print media flexibility, the BX6000 provides solid print quality for addresses, maps and other basic graphics.

- Up to 128X256 resolution.
- Unique over/under imaging capability allows simultaneous duplex printing in a single pass.
- TrueType® fonts, including handwritten fonts, match type-specific jobs perfectly.
- Ink dries immediately, even on coated, varnished or aqueous surfaces.
- Tabber for attaching wafer seals and Post-it® notes.
- Up to 30,000 pieces per hour.



*Videjet G4100 Wide Array*



*Pitney Bowes FlowmasterFX*



*Bell & Howell MailStar 500*



*Videjet BX6000*

## D I G I T A L P R I N T I N G

### *Canon ImageRunner 110 & Canon ImageRunner 85*

Digital technology allows **VisionDirect** to electronically create, store, and edit letters, postcards, invoices and publications, eliminating costly steps for our clients and enhancing the look of their marketing materials. **VisionDirect's** Canon ImageRunner 110 and Canon ImageRunner 85 digital printers turn out 110 and 85 pages per minute, respectively. With quality that rivals offset printing, digital is the perfect choice for:

- Cost-efficient short production runs
- Quick turnaround
- Just-in-time inventory
- Consistent, high-resolution image quality
- Personalization, versioning and customization
- Stitching

## I N T E L L I G E N T I N S E R T I N G

### *Pitney Bowes FlowmasterFX & Flowmaster 12000XL*

**VisionDirect's** FlowmasterFX intelligent inserter is state-of-the-art direct mail technology. Perfect for folding and inserting multi-page statements, the FlowmasterFX can handle 10,000 letter insertions per hour. **VisionDirect's** Flowmaster 12000XL also provides intelligent inserting capabilities.

- 6 integrated feeders.
- Capable of processing #7 through 10"x13" envelopes.
- Insert anywhere from 1 to 10 pages.
- Capable of handling enclosure sizes ranging from business cards to 10"x13".
- Perfect for inserting CDs and unusually shaped items.
- Fault detection avoids misfeed and double feed mistakes.
- Inline metering capabilities.

### *Bell & Howell MailStar 500*

The Bell & Howell MailStar 500 swing-arm intelligent inserter has long been a standard in the direct mail industry. Equipped with 3 inserters each, **VisionDirect's** 3 MailStars, working simultaneously, can handle 18,000 insertions in just one hour.

- Capable of processing up to 6" X 9" envelopes.
- Up to 6 pockets for selective inserting.
- Reads, accumulates, folds and inserts letter-sized and legal-sized documents.
- Inline metering capabilities.

## I N S E R T I N G

### *Bell & Howell 775*

The Bell & Howell MailStar 775 is the right tool for insertion projects that don't require the sophistication of an intelligent inserter.

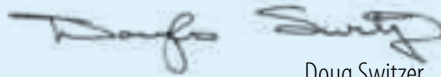


*With more than 15 years of mailing industry experience, VisionDirect specializes in a wide range of custom printing and mailing solutions.*

Database programs identify our clients' most promising prospects. Our ability to provide customized copy and design dramatically increases response rates for our customers. A range of printing options delivers quality work —on time — at a cost-effective price.

With a new 28,000 square foot state-of-the art facility located in Indianapolis' Keystone Enterprise Park, **VisionDirect** now has the ability to tackle the most demanding direct mail projects. No matter whether the project is large or small, VisionDirect takes great pride in the work we do.

We look forward to working with you.



Doug Switzer  
President, Vision Direct

## VISION DIRECT SERVICES

**Inkjet Printing | Variable Data Printing | Database & List Services**  
**Volume Mailing Postal Discounts | High Speed Inserting | Fulfillment**



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