



# Digital Printing

## Digital Printing just got a whole new look

If you need the ability to produce short runs, print-on-demand or create highly personalized print materials within strict timeframes and budgets, you need Vision Graphics.

Now you can print remarkable pieces in vibrant colors with the same high-quality look of an offset press. Our new technology advanced HP 7500 Digital presses print the widest and most accurate digital color spectrum on the market. From static to personalized, we digitally print on numerous stocks and weights enabling our clients to keep their messages relevant and timely.

With Vision Graphics Inc., you can deploy targeted direct mail programs, automated marketing and customer care initiatives as well as web-based print on demand fulfillment solutions.



### Leverage the power of digital printing to:

- Create personalized direct marketing
- Print on demand marketing & customer care materials
- Reduce ever-changing inventory
- Meet quick turnaround times
- Save on short-run projects
- Achieve color consistency

### Digital print is the perfect choice for:

- Books
- Brochures
- Posters
- Postcards
- Statements & Invoices
- Loyalty program updates
- Direct Mail Marketing
- Service Reminders
- Security & Fraud Notifications

### CASE STUDY:

## Triggered Communications Deliver U.S. Olympic Committee New Memberships

### ► challenge

One of the four U.S. Olympic Committee subsidiary organizations with varied and complex membership cycles was seeking help with its membership renewal effort. Facing challenges in membership attrition and increasing costs related to its highly complex renewal system, the committee turned to us.

### ► solution

Being able to bring both in-house creative and technology teams to the table; our team was able to look at the client's unique challenge from a 360 degree view and help them understand how to use their data to improve targeting, timing and messaging relevance. By using customer insights and our print-on-demand variable data technology we redesigned the renewal package to communicate with members on a more personal level by including the recipient's age, subsidiary organization, calculated amount of recipient's renewal fee, and calculated gift ask amount. In addition, we designed a triggered communications program to automatically send timed renewal reminders to non-responders.

### ► impact

- > **Reduced postage costs by 30% or \$14,000 annually**
- > **Lowered production costs by 25%**
- > **Raised average donation by 12% at time of renewal**