

ColorMark offers clients a new array of ultra-personalized print services.

ColorMark, Inc. of Kansas City, MO is making printing as personal and as interactive as the Internet, by offering an array of ultra-personalized print services made possible by its new NEXPRESS Digital Color Production Press from Kodak.

Before you can make a sale, you have to make a personal connection with the prospect, says Kathryn McDaniel, president. Our new menu of advanced printing services enables our clients to make those personal connections, more effectively and efficiently, with highly customized sales and marketing materials

Among the new offerings NEXPRESS equips ColorMark to provide are variable data printing (VDP), variable imaging (VI), one-to-one marketing and versioning.

Variable Data Printing (VDP) Uses database information to determine the visual and informational content of each printed piece. So for instance, if Prospect A expressed interest in a particular product, it would be pictured and described, while Prospect B would see pictures and text related to his stated preference.

Variable Imaging (VI) The ability to change images while NEXPRESS is printing. So conceivably each printed piece could have a completely unique set of images. VI is one of the capabilities that makes Variable Data Printing possible, but it can also work on its own.

One-to-One Marketing The ultimate in Variable Data Printing, One-to-One Marketing creates a direct interchange between a potential buyer and a potential seller, right on the printed page. ColorMark's NEXPRESS makes that marketing landscape a high quality and highly colorful one, allowing our clients to more directly address the individual needs of each prospect.

Versioning When marketers don't yet know the individual preferences of each prospect, versioning can be deployed. It categorizes prospects into groups, each with its own needs and requirements, which are addressed in separate printed pieces. Versioned printing on a NEXPRESS makes the process quick and economical.

On Demand Printing The ability to produce manageable batches of printed pieces quickly and economically allows our clients to align their marketing messages with changing market conditions and eliminates the need for warehousing excess printed literature.

Those companies that address specific prospect needs the fastest will be the ones who win the business, says McDaniel. Our new range of ultra-personalized print services gives our clients a big competitive edge in this area. That's why we say our NEXPRESS doesn't just print for our clients, it generates sales for them.

ColorMark offers free consultations to marketers who are interested in putting the power of on demand printing, personalization, variable data printing and versioning to work in their sales and marketing efforts. They can call 816-931-7900 or email kat@colormarkprinting.com to arrange for an appointment.

One of the things we appreciate most about working with ColorMark is the fact that they are very mindful of our time. If they say something is going to be ready on a certain day and or time, whether it be a proof, press check or delivery of finished books, that is when it is ready. We appreciate having accurate information because this, in turn helps us serve our clients better, said Chad Brown and Dominique Pierron of Blacktop Creative.

With Ultra-Personalized Printing ColorMark now offers a broad range of services to help marketers get more personal with their prospects in print, thanks to the capabilities of its NEXPRESS Digital Color Production Press from Kodak.

For more information, contact:
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