

# WE CALL IT VARIABLE DATA. YOU'LL CALL IT EFFICIENT, EFFECTIVE & EASY.



Variable data printing allows text, graphics and images to be changed from one printed piece to the next without stopping or slowing the press. The most basic form of variable data printing involves simple name changes. More complex variable data printing, also called versioning, offers direct mail marketers an almost unlimited number of changes to each and every communication. The result? Direct mail that's highly personalized — and highly effective. How more effective?

A University of Texas study found that variable printing increased response rates 36%, shortened response time 34%, and increased customer retention nearly 50%.

**VisionDirect's** variable data software and digital printing technology allows our clients nearly unlimited personalization. Our record for variable field printing? 286 customized fields.

How can **VisionDirect** use variable data printing to make your direct mail more efficient and effective? Easy! **Contact Doug Switzer at 317-283-1700 or [dswitzer@vdirect.us](mailto:dswitzer@vdirect.us)**



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