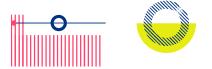


DMAW Production Day 2024

Joel F. Kaufman Senior Account Executive DCG ONE East









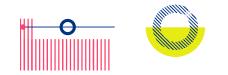
Did I hear paper prices are really going up again?

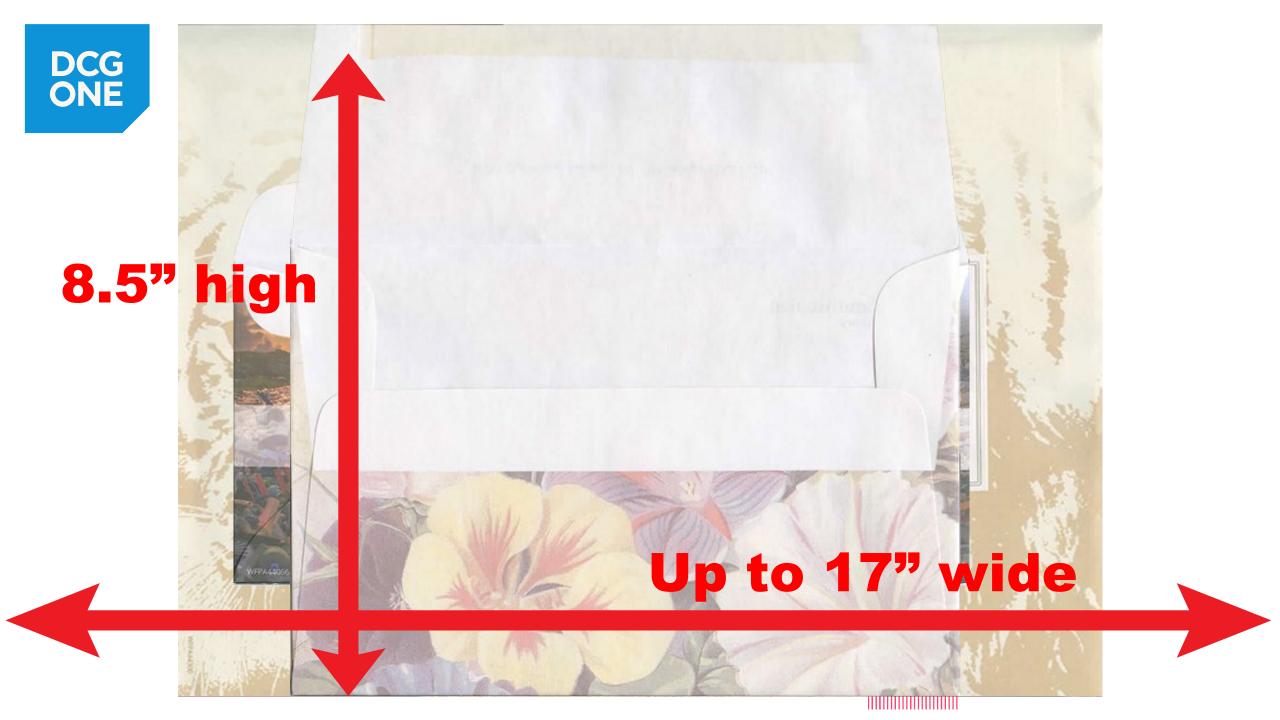




Digital Envelope Printing

- Stocked envelopes are fed through a digital envelope printer
- If stocked envelopes are available, much quicker than converting
- Can produce variable content and static printing at the same time
- Can bleed off of all edges for most envelope sizes
- Can print right over flaps and seams on envelope backside
- Inkjet based technology
- Decent quality, small to medium size runs

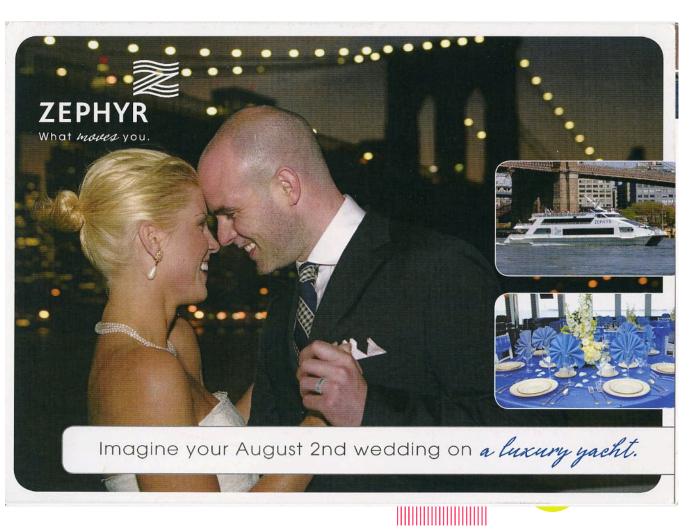






Relevant data can make a REAL impact

- Started with basic address block
- Wedding date
- Magazine wedding register

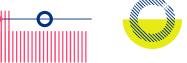




Relevant data can make a REAL impact

- Started with basic address block
- Dog breed and dog name
- Utilized secondary content to elevate data impact





Relevant data can make a REAL impact

- Started with basic address block
- Race stats data
- Utilized recipient content to elevate data impact



Join us October 9, 2011 for the 27th annual ATM

Race proceeds benefit Soldier and Soldier family MWR programs.



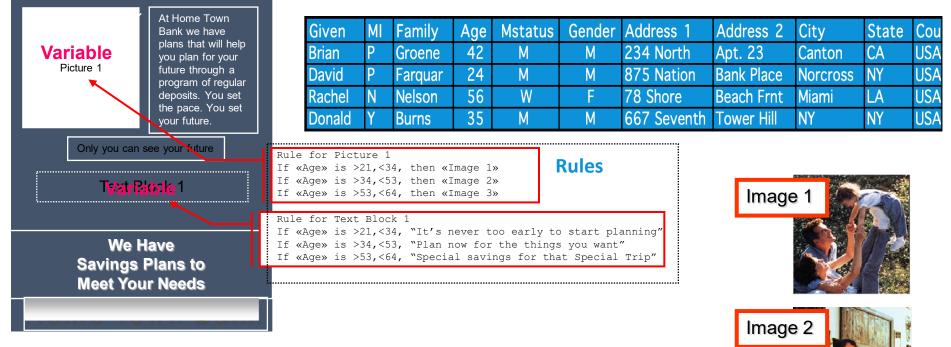
Simple text and images

Master Page

DCG

ONE

Database









Types of variable content printing

- Variable copy
- Variable graphics and versioning
- Variable photographs & images
- Variable content within photographs



Variable Copy

- Simple text changes from record to record
- Text can be within other graphics and/or photographs
- Font driven graphics such as postal barcodes, scanable barcodes and UPC codes

• Virtua NICHO Flintstones[™] and ONE-A-DAY[®] Kids Multivitamins. in addition to a healthy diet, ensure that children will pull f Your 201 get the key nutrients they need to help them grow up strong and healthy. Net time: FUNISIONES SUPPORTS HEALTHY BRAIN FUNCTION* Pace per n with Choline, a nutrient found in nature in breast milk and cauliflower Gun time: FUNISTO HELPS BUILD STRONG BONES AND TEETH FUNTSTON You Place with Calcium and Vitamin D 2023 of 21 FUNTSIONES SUPPORTS THE IMMUNE SYSTEM* with Vitamin C. Beta-Carotene and Vitamin E SCOOBY-DOO: 67 of 228 726746 1758 of 12 ALSO TRY LINISTONE THE FLIMISTONES. SCOOBY-D00 and all related characters and elements are trademarks of and @ Hanna-Barbera.

Join us October 9, 2011 for the 27th annual ATM

Race proceeds benefit Soldier and Soldier family MWR programs.





Variable photographs/images

- Ideal for large volume of unique images
- Personalized QR codes
- Virtually no limit on the number of images



JoelSYR, just because you're a college student doesn't mean you have to eat like one!

Every day, students in Syracuse use this card to enjoy the best choice, value and convenience in off-campus dining!

What is OCMP?

The service leader since 1994 OCMP has been meeting the needs of college students and their parents by providing the freedom, value and quality of off-campus dining with the convenience of a cashless waters

How does OCMP work?

It all starts with the card Upon choosing a meal plan, a personalized OCMP card is issued to the student. From this point on, the card can be used at all of the OOMP affiliated restaurants.

The card is scanned by the restaurant and the value of the meal is deducted from the total number of meals on the account, it's that simulat A secure PIN number and sures that lost or stolen card canmotifier used.

Convenience and security The name of the student, the name of the restaurant, and the

number of meals used are automatically logged into our central computer system. A receipt is printed displaying a record of the transaction and the student's remaining account balance. All students must sign the receipts. For your convenience and security. OCMP's outomer service center is open 24/7 to assist you

What's the benefit for students? **Freedom of choice and convenience**

Students can choose from the large (and growing)) number of OCMP par ticipating restaurants. Not being tied to on-campus dining means students can eat what they want, when they want to, and where. Delivery is available to the dorm, apartment, library or whenever, and no worries about having money to eat.

"With my OCMP account I can eat with my friends at my favorite restaurants around campus with my parent's approval. No more hurried meals, or rushing to a class far away from the dining hall?" T. Ellis, OCMP Student Member

What's the benefit to parents? Value and peace of mind

Parents know that money allocated for food will be spent only on food. OCMP is an excellent budgeting tool too; our meal plans allow you to plan for the entire semester. Heighul automated reminders from OCMP inform you when the balance gets low, and meals can be added and made available immediately.

"Sure my daughter has a debit card and credit card, but when OCMP came out with an off-campus account Linstantly preferred this. Lknow the money I am giving her for food goes only for food, I can keep track of all the transactions on-line, and I get an e-mail when she gets low on meals so I can add more when she needs them. I love it!"

D. Gray, OCMP Member Parent

What's involved in signing up with OCMP? Apply online and start enjoying all the advantages

The application process is quick and easy. Payment can be made by check, Visa, MasterCard or Discover, Ramomber, OCMP can customize any plan to supplement your college or university mandatory meal plan requirements.

For more information or to become a member, visit www.JoelSYRKaufman.myOCMP.com

Available meal plans in Syracuse 21 Med Part \$2125.44 oct to: 254 MEALS 21 Mainh Fernak gar saments

19 Meel Flan \$1971.69 ind tos 266 MEALS 19 Meals / week per semeste

14 Med Plan \$1462.27 ed to 196 MEALS 14 Meals / week per semants

10 Med Plan \$1054.72 of the 140 MEALS 10 Meals / week per semanter

7 Med Plan \$749.07 int has THE MAKALS

7 Meals/ meak per semester 5 Meal Plan \$545.30 ext tax

70 MEALS 5 Meals / week per semirute

Suplemental Plan 5250.59 out too 35 MEALS 2-3 Maph / week per semante





Variable graphics and versioning

- Text, graphics and photographs can change from record to record
- Design can totally change between versions (same stock and size only)
- Data work and postal considerations
- Virtually no limit to the numbers of layers





BITE INTO BOLD NEW FLAVORS

A Royal Caribbean cruise adventure is the ideal place to take your taste buds on a world tour unlike any other. Indulge in la dolce vita at Chef Jamie Oliver's acclaimed eatery, Jaime's Italian. Take a flavor-filled journey to the exotic Far East at Izumi. Find your element among the elaborate entrees at Wonderland Imaginative Cuisine. Sink your teeth into hand-cut steaks seasoned and grilled to perfection at Chops Grille¹⁶. Featuring worldclass complimentary dining plus classic and avantgarde specialty restaurants — when the options are this good, there's no such thing as too many.

innovative ships at sea. Thrilling days of plunging down

the 10-story Ultimate Abyss dry slide, ascending 300 feet high inside the North Star capsule or catching a wave on the FlowRider[®] surf simulator are followed by nights of Tony Award[®] winning Broadway musicals, gravity-defying diving shows and live concerts. Of course, day or night, you can always choose to relax and rejuvenate with a spa treatment at the Vitality[™] Spa or lounge at one of many pools. The choice is always yours.

FIND THE AMAZING DAY AND NIGHT

There's never a dull moment onboard the most



FlowRider*

Truffie Tagliatelle at Jamie's Italian



Scan the QR code to find the latest information on booking flexibility and health and safety.

TRAVEL BETTER WITH YOUR TRAVEL EXPERT We're here to ensure your vacation exceeds all expectations.



SET SAIL FROM AFAR OR CLOSE TO HOME

Adventure of the Seas" 4 NIGHT CANADA 5 NIGHT BERMUDA 9 NIGHT EASTERN CARIBBEAN & BERMUDA 9 NIGHT CANADA & NEW ENGLAND Sailing from Cape Liberty, New Jersey (New York Metro)

Enchantment of the Seas* 5/6 NIGHT BERMUDA 7/8 NIGHT SOUTHEAST COAST & PERFECT DAY Sailing from Baltimore, Maryland

Anthem of the Seas" 7 NIGHT BAHAMAS & PERFECT DAY Sailing from Cape Liberty, New Jersey (New York Metro)

Oasis of the Seas" 7 NIGHT BAHAMAS & PERFECT DAY Sailing from Cape Liberty, New Jersey (New York Metro)

> Odyssey of the Seas[™] 6-9 NIGHT GREEK ISLES Sailing from Rome (Civitavecchia), Italy

Wonder of the Seas⁵⁴ 7 NIGHT WESTERN MEDITERRANEAN Sailing from Rome, Italy or Barcelona, Spain

Have a Future Cruise Credit? We'll do all the work for you to turn it into your next cruise adventure. Contact us today.

30% SPT News Gener effer muscle to booked between 2,762/24/22 (2014) Pariset3. 29% OF Geny Gener Sener Sener

BITE INTO BOLD NEW FLAVORS

A Royal Caribbean cruise adventure is the ideal place to take your taste buds on a world tour unlike any other. Indulge in la dolce vita at Chef Jamie Oliver's acclaimed eatery, Jaime's Italian. Take a flavor-filled journe exotic Far East at Izumi. Find your element elaborate entrees at Wonderland Imagina Mark Sink your teeth into hand-cut steaks seas grilled to perfection at Chops Grille¹⁴. Feat class complimentary dining plus classic and a garde specialty restaurants — when the options are this good, there's no such thing as too many. We Deliver For You.

We Deliver For You.

SAIL FROM AFAR Close to home

RoyalCaribbean

4 NIGHT CANADA 5 NIGHT BERMUDA 9 NIGHT EASTERN CARIBBEAN & BERMUDA 9 NIGHT CANADA & NEW ENGLAND

Sailing from Cape Liberty, New Jersey (New York Metro)

Enchantment of the Seas* 5/6 NIGHT BERMUDA OUTHEAST COAST & PERFECT DAY ling from Baltimore, Maryland

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Wonder of the Seas[®] iHT WESTERN MEDITERRANEAN We Deliver For You. s from Rome, Italy or Barcelona, Spain

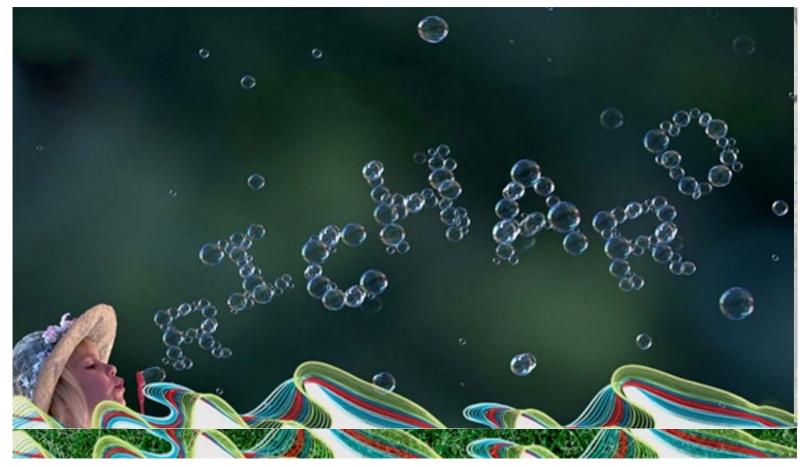
> ise Credit? We'll do all the work for you to turn next cruise adventure. Contact us today.

Note: 27-3/78/22 [Offer Parisof]. 20H Off Seve Kuest offer applies to select salings departing on or after the selection of the selection of



Variable content within photographs

- Allows for powerful visual differentiators
- Can use exiting fonts/graphics or create your own



Complex Digital Printing

Personalized Viewbook (part of a cross media campaign)

- Variable copy
- Variable versioning
- Variable photographs



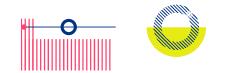
Quality Oriented Digital Production Workflows

- High quality, variable copy, advance copies, quick turns
- Reverse quality issues because of minimal dot gain
- Reverse quality issues on very textured sheets
- No inli Color ecially on running **Build Consumer** heade **Confidence With CARFAX**[®] Get the most from your CARFAX partnership



Different variable content imaging workflows

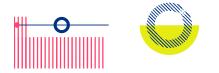
- Offline Inkjetting
- Inline Inkjetting
- Cut sheet laser
- Fanfolded laser
- Roll to roll laser
- Digital printing presses
- Digital envelope printers
- Digital web presses





Factors to determine your project workflow

- Quantity
- Turnaround/mail date
- Size of piece to be imaged
- Size of area to be imaged
- Stock constraints and availability
- Down stream production considerations
- Color of variable content
- Multiple matches with read/read or read/write



Hold on there relax **Einstein!** Paper price is set when **#&**^@@**\$%!!!!** t delivers, vhen ordered. The client's budget was already approved! What can I do?





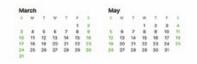
Does History repeat itself?



Fel	brua	ry					Ap	ell					
5	м	т	w	т		. 6	5	м	π.		π.		. 5
				1	z	3		1	z	3	4	5	
4	5	6	7		9	10	7	8		10	11	12	10
71	12	12	54	15	96	17	34	15	16	17	18	19	2
18	19	20	21	22	22	24	- 21	22	23	24	25	26	z
25	28	27	28	28			28	29	30				

Saturday	Friday	Thursday	Wednesday	Tuesday	Monday	Sunday
2	1	29	28	27	26	25
9	8	7	6	5	4	3
16	15	14	13	12	11	10
23	22	21	20	19	18	17
30	29	28	27	26	25	24
	5	4	3	2	1	31

)4 ²⁰²⁴ April



Saturday	Friday	Thursday	Wednesday	Tuesday	Monday	Sunday
6	5	4	3	2	1	31
13	12	11	10	9	8	7
20	19	18	17	16	15	14
27	26	25	24	23	22	21
	3	2	1	30	29	28

again!

Paper ordered 3/29/24, at X dollars Paper received 4/11/24, and billed at X dollars + 5% to + 8% more



W hat can you do about this?

- There's nothing you can do about the paper increases and longer lead times
- Ask for mill letters to justify the cost increases to your clients
- Must be proactive and plan way ahead; 4-6 months on your projects and commit to the paper purchase even though the price could be a moving target
- Be flexible with paper alternatives that can be secured, even if this means changing the job specifications (stock, size or intended workflow)
- If your printer can't get the stock you need, check around with multiple suppliers who may have inventory of what you're looking for even when the mills and merchants do not





Plan **B**:

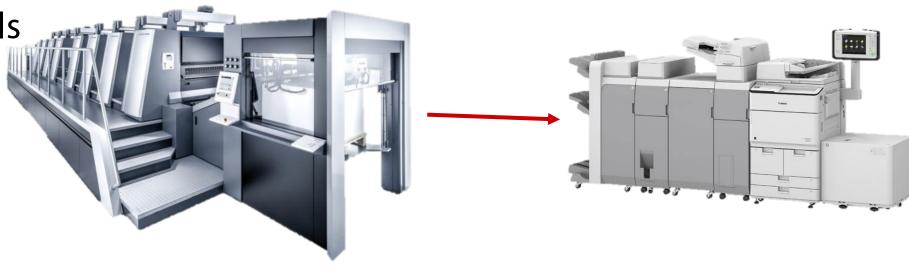
Print and Image Digital Wut bheet press

W hat can you do about this?



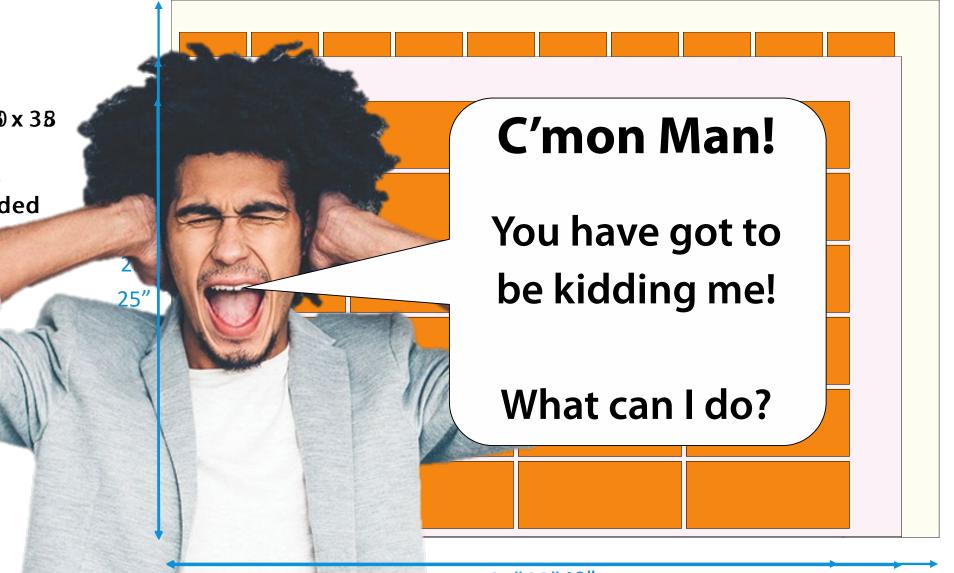
Plan C:

Print sheetfed shells Cut sheet laser





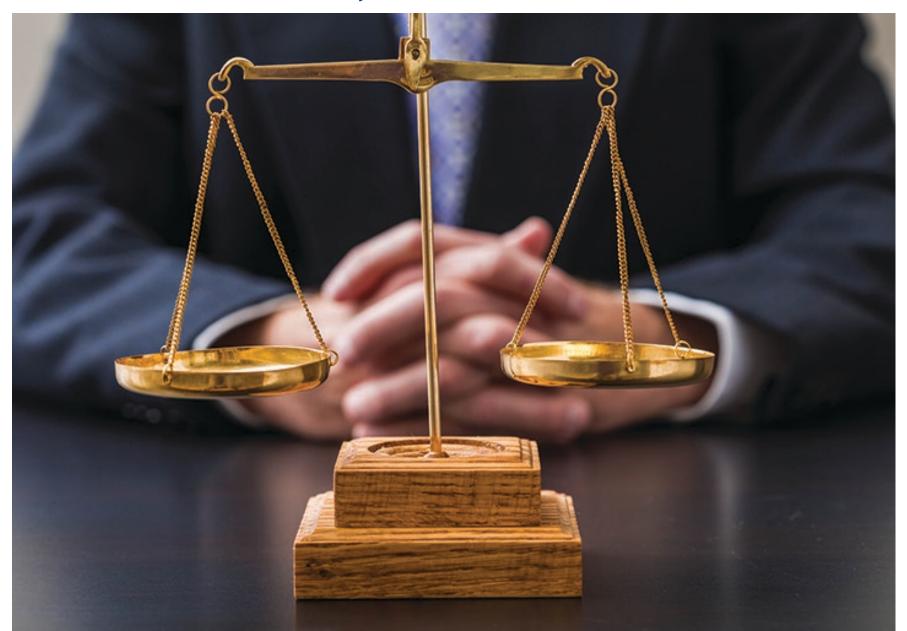
Pian BIAL P 750,000 buckslips Alvaritable she@tx 2430 x 38 60# FSC gadoiss ttextt 2@-out with bleeds 34,090 sheets needed



35" 38" 40"



W hat can you do about this?









Any Questions???

