



**VARIABLE
DATA
PUBLISHING**

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The advertisement features several examples of personalized mail pieces. One shows a tropical beach scene with a hammock and a fire extinguisher, with the text "OUT A FIRE BE BACK MIN." and a name "Kathy". Another shows a teddy bear with the text "Kathy is sick today". A third shows a lined notepad with the text "Kathy is in a meeting". A fountain pen and a white envelope are also visible.

BEST PRACTICES

A Direct Mail Approach

A TransPromo workflow must incorporate workflow efficiencies both upstream at the creation and downstream at finishing and delivery. Similarly, a sophisticated direct mail workflow should handle variable data and images at high speeds, capitalize on postal discounts, and maintain integrity.

For short run direct mail finishing, **Rollem International** recently introduced its Mailstream. The unique, fully automated direct mail finishing system supports inline mailing services and digital slitting.

With Mailstream, users are able to process multiple-up mail pieces and perform numerous functions in one pass. For example, direct mail pieces are two-sided trimmed, gutter cut, scored, and perforated, and pattern perforated to create tear-off coupons in both directions. Remoistenable glue is then applied, followed by folding, tip-on card inserting, and fugitive spot glue closure. These processes are completed in one single pass, with delivery to mail trays in zip code order. The company suggests the Mailstream solution for variable data products, inkjetting, and static direct mail.