



**CONTACT:**  
James Feldman, President  
FORMost Graphic  
Communications  
Phone: (800) 777-4242  
Fax: (301) 424-7489  
jim@formostgc.com

**DOWNLOAD TEXT AND IMAGE AT:**

**FORMost Graphic Communications Unveils Vision Print™ for Variable Data Printing**  
*COMPANY LAUNCHES NEW "RELAX" DIRECT MARKETING CAMPAIGN*  
*USING ITS OWN WEB-TO-PRINT SOLUTION*

ROCKVILLE, MD. -- FORMost Graphic Communications Inc., a leading national provider of web-to-print and general printing services, has introduced its new variable data printing and direct mail solution, called Vision Print™. Using Vision Print™, FORMost has launched its own direct marketing campaign to demonstrate the power and ease of its online variable data solution.

"We are excited about Vision Print™ and the potential it offers our corporate and nonprofit clients," says James Feldman, president of FORMost, one of the top print providers in the U.S. "At the start of this year we introduced our web-to-print solution. The rollout of Vision Print™ is the result of hard work by our internal team and business partners to boost our capabilities for providing variable data printing and direct mail."



Vision Print™ is a web-based variable data printing and direct mail solution. Vision Print allows marketers to create fully customized collateral and direct mail with easy-to-use templates, and then order full-color printing. Users can swap out text and images to tailor messages to the recipients, thus increasing response rates. Existing client databases can be uploaded and mailings can be ordered in just a few clicks of a computer mouse. Or, users can opt to purchase new consumer or business-to-business lists without leaving the web page.

"Vision Print™ gives marketing managers control of all printing and mail campaigns from their desktop," says Jeff Richards, FORMost's vice president of business development. "They can target existing clients or select new databases based on a wide variety of demographic criteria. Direct marketing doesn't get any easier than this."

FORMost worked with software partners Printra and e-Quantum to upgrade its web-to-print services to offer both feature-rich and lite versions. The result of the collaboration is Vision Print™, which can be used by a one-person marketing department for a franchise outlet or scaled to allow access to dozens of individual users in different locations for a global corporation.

**FORMost Graphic Communications • 7564 Standish Place • Rockville, MD 20855**

**Phone: (800) 777-4242 • Fax: (301) 424-7489 • [www.FormostGC.com](http://www.FormostGC.com)**



To demonstrate the high quality of printing and mail services possible through Vision Print™ and its network of qualified printers, FORMost has launched its own direct marketing campaign. Dubbed "Relax," the eye-catching mailers tell marketers at associations, corporations, franchises and credit unions that they too could produce the same high-quality marketing pieces by using Vision Print™.

"It's a bit of 'Show & Tell,'" says Richards. "Variable data printing is something people have to see in order to fully grasp its benefits. Studies show variable data printing results in higher response rates. The 'Relax' campaign puts the proof in the decision-makers' hands."

The "Relax" direct marketing campaign features the image of a reclining marketing executive on 6" x 9", full-color postcards with UV coating. The mailer boasts that FORMost can deliver a 72-hour turnaround from the time an online order is submitted to when the pieces hit the mail stream. Recipients are urged to call a specific FORMost sales rep (this is variable based on recipient) for a free online demo of Vision Print™.

Earlier this spring, FORMost launched a variable data direct mail campaign to credit unions in the Mid-Atlantic region. Each mailing featured either an image of a man or a woman in business attire, depending on the gender of the recipient. Details about the budget for the "Relax" and other campaigns were withheld.

Vision Print™ is the company's latest online application. FORMost also provides customized online catalogs and storefronts that allow customers to order business forms, offset printing, office supplies and ad specialty items through a secure web interface.

\*\*\*

**About FORMost Graphic Communications Inc.:** Founded in 1985, Rockville, Maryland-based FORMost Graphic Communications is a privately-held company that ranks among the top print providers in the nation. FORMost provides integrated business services, including digital and variable data printing; direct mail printing and processing; business forms and forms management; in-house composition and fulfillment. For an online demo of Vision Print™, contact Jeff Richards at 800-777-4242. For information about FORMost, call James Feldman, president, at 800-777-4242, or go to [www.FormostGC.com](http://www.FormostGC.com).

**About Printra:** Based in Silicon Valley, California, Printra provides internet-based software for the printing industry. Founded in 1997, Printra's hosted software solutions streamline the procurement and production of brand identity products such as marketing collateral, direct mail and standardized forms.

**About e-Quantum, Inc.:** Reno, Nevada-based e-Quantum Inc. provides the Distributor Management System software solution for independent print and business forms distributors.

**FORMost Graphic Communications • 7564 Standish Place • Rockville, MD 20855**

**Phone: (800) 777-4242 • Fax: (301) 424-7489 • [www.FormostGC.com](http://www.FormostGC.com)**