

GRAPHIC ARTS

Your Perfect Connection to the Printing and Graphic Arts Industry

MAGAZINE



Serenity, demand for 1 to 1 communication is increasing. Are you ready to create and design a 1 to 1 campaign? Read more inside.

Return undeliverable Canadian addresses to: Graphic Arts Magazine 1180 Kingdale Rd., Suite 202 Newmarket, ON L3Y 4W1 email: circ@graphicartsmagazine.com



S-1007

SERENITY SAMPLE DESIGNER ABC COMPANY 123 MAIN STREET ANYCITY, ON A1A 2B2

Variable Data Printing

Graph Expo Highlights

Managing Outside the Office

Overcoming Sales Fears

Variable print flow.

Join the Team Serenity

Experience the one source with endless possibilities.

Commercial Printing

For over 25 years RP Graphics has grown to become a leader in commercial and digital printing. Jobs flow smoothly through a range of high-quality services that include a state-of-the-art pre-press department, advanced offset and digital printing equipment, custom finishing, comprehensive bindery and expedited delivery. Always forward thinking, RP's diversely skilled, fast-moving team of professionals brings the latest XEROX technologies to work for you.



One-to-One Marketing

The RP Graphics direct marketing solution flows communications to the individual, not just the market. Onestream® Data Driven Marketing Solutions takes a client's strategic objectives and combines them with effective creative executions that get noticed. Using database analysis, custom tailored marketing, built-in tracking and reporting, Onestream® helps clients gather customer intelligence, increase brand loyalty and stay on top of their market.



Variable Print-On-Demand

RP Graphics, a Canadian pioneer of variable data printing, announces its partnership with Terminal Van Gogh Ltd. (TVG). Clients can now give their brands the competitive advantage of this strategic consulting firm. TVG provides intelligence, counsel, business solutions and tactical implementation. These services are designed to seamlessly integrate with RP print solutions, providing greater client ROI and a complete digital business communications partner.



RP GRAPHICS GROUP

For more information contact us at: 5990 Falbourne St., Mississauga, ON L5R 1S7 Tel 905.507.8782 Fax 905.507.0113 www.rpgraphics.com



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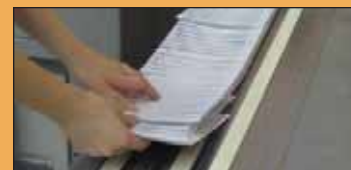


ABC Company, are you frustrated with your Direct Mail Campaigns?

Data Business Solutions can help!



Serenity, our goal is to deliver your message. We work as your partner, as an extension of your organization. We take the time to understand your communication objectives and to offer the right solution for your needs.



HOW? With automation ...

...and many years of experience, state of the art equipment and the most competitive pricing in the industry today!

From your mailing list, through our inkjet or digital printers, onto your forms or envelopes and delivered directly to the post office.

- Fulfillment / Distribution
- Data Processing
- Folding & Inserting
- Glue Tipping / Card Attaching
- **NEW** Printing and Attaching Variable Post-it® Notes
- Inkjet Addressing
- CD / DVD Duplication
- Polywrapping
- Digital Printing

Serenity, call us today for your no obligation quote and start saving now!



Data Business Solutions

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November 8-10, 2007 International Centre, Toronto, Ontario

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“ Let me show you how we can make your business more profitable. ” - Steve Berlinguette, Account Manager Call me directly. Cell: 780-893-2904 Email: sberlinguette@fujifilm.ca

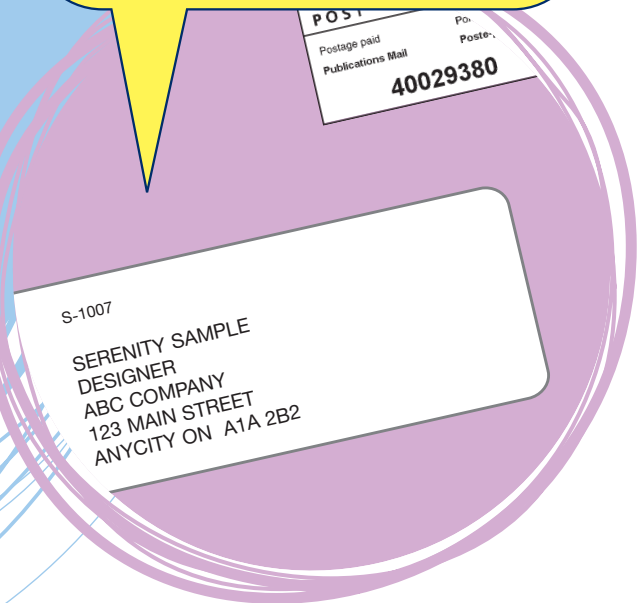
FUJIFILM

Serenity, what's in a name... or any other data field?

**Creativity! Design a campaign
that is unique to each individual.**

When it comes to 1 to 1 design, it's all about relevance. Leveraging even the most basic information generates powerful results.

THIS COVER IS ALL ABOUT YOU!
Your information from the Graphic Arts database generated a unique cover and five ads.



No two people have exactly the same cover!
Check out other subscribers' designs at your company!

Spend some time at the Fujifilm booth. Find solutions that demonstrate how your company can profit from 1 to 1 printing.

Check out the article in this issue on Variable Data Printing!

If you cannot make the show, contact Steve Berlinguette at 780-893-2904 for a personal presentation on Fujifilm's industry leading variable print solutions.

Learn more about designing for 1 to 1 printing and display graphics technologies. Visit Fujifilm in Hall 1, Graphics Canada.



FUJIFILM

Getting into

one to one

variable data digital printing,
*doesn't mean you have to go it **alone***



iGen3 90/110 digital press
90/110 pages per minute,
200,000 – 1,200,000 pages per month

Sarah Mizzi
Service Contract Administrator

John Rodgers
Colour Management Specialist

Carmen Chimenti
Digital Printing Sales Specialist

Julie Northrup
Variable Data Solutions –
Terminal Van Gogh

Steve Berlinguette
Account Manager – Fujifilm Canada

...talk to the experts. We can show you how.

This ad – created just for you – is an example of the power of ONE to ONE Marketing. We selected the people appearing in it, the digital press solution and the information you are reading because they are relevant to you and your specific business requirements. Ask your Fujifilm representative (*he is the one pictured on the right, above*) to show you the unique covers on this issue of Graphic Arts Magazine – and the different ads directed to companies across Canada. Each one is different. Each message customized.

Short run, high quality, full colour, quick turn around, straight off the Web or from variable digital data – like this page – create new revenue streams that complement your offset business. Fujifilm experts can show you how to integrate these versatile, production strength Xerox digital colour presses into your workflow to meet the full range of your customers' on-demand and personalized printing expectations.

Our experts know the printing business. They can assess your workflow, help you find the right solution to meet your output requirements and show you how Xerox digital presses can help you take advantage of these hot new printing opportunities and give you maximum value for your investment.

Fujifilm representatives in cities across the country, together with Terminal Van Gogh – the industry leading provider of ONE to ONE Marketing campaigns at the core of our digital printing solutions – are ready to help you when you need it anywhere in Canada.

iGen3 90/110 The class leading iGen3 110 and iGen3 90 digital production presses offer a versatile and high performance solution with an excellent return on investment.

Speeds of up to 6,600 (iGen3 110) or 5,400 (iGen3 90) full process colour impressions an hour mean these presses can run from 200,000 up to an impressive 1,200,000 pages a month.

With 8-bit depth resolution, razor sharp detail, benchmark colour gamut and built-in intelligence to maintain colour fidelity and registration, the versatile iGen3 110/90's modular architecture can expand as your business grows.

Coupled with TVG's exceptional solutions in dynamic, variable data-driven ONE to ONE Marketing, these versatile digital presses support a wide range of high revenue applications.

At Fujifilm we understand the printing business. Our commitment is to bring you the best digital printing solutions to **Move Your Business Ahead.**

FUJIFILM

For more information about our full line of digital presses, visit www.fujigraphics.com or call 1 800 263 5018

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