

# Variable print flow.

Join the Team  
Jacques

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

# GRAPHIC ARTS

Your Perfect  
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MAGAZINE

Jacques, demand for 1 to 1 communication is increasing. Is your business positioned to profit from it? Read more inside.

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

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Jacques, 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.

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



S-1026

JACQUES SAMPLE  
OWNER  
ABC COMPANY  
123 MAIN STREET  
ANYCITY, SK A1A 2B2



November 8-10, 2007  
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Canada's largest graphic arts & printing show



"I'd like to thank you personally for our valued business relationship."  
- Antimo Clarizia, Account Manager  
Call me directly. Cell: 416-931-4708  
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# Jacques, what's in a name... or any other data field?

**Profitability! Power up the bottom line with 1 to 1 marketing.**

When it comes to success in 1 to 1 marketing, 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.

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**Are you planning to attend the Graphics Canada show? Visit the Fujifilm booth and learn about 1 to 1 solutions.**

**No two subscribers have exactly the same cover! See others on display at the Fujifilm booth at the Graphics Canada Show.**

**Learn about building more profit from 1 to 1 printing and display graphics. Visit Fujifilm in Hall 1, Graphics Canada.**

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

If you cannot make the show, contact Antimo Clarizia at 416-931-4708 for a personal presentation on Fujifilm's industry leading variable print solutions.



**FUJIFILM**

Getting into

# one to one

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



**DocuColor 5000 digital press**  
50 pages per minute,  
30,000 – 150,000 pages per month

Sarah Mizzi  
Service Contract Administrator

Doug Krug  
Colour Management Specialist

Paula Thomson  
Fujifilm Call Support

Ben Passmore  
Variable Data Solutions –  
Terminal Van Gogh

Antimo Clarizia  
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.

**DocuColor 5000** Affordably priced and amazingly capable, the DocuColour 5000 digital press offers outstanding productivity and class leading image quality.

With its exceptional versatility and modular construction, you can tailor it specifically to your requirements. Coupled with TVG's exceptional solutions in dynamic, variable data driven ONE to ONE Marketing, the DocuColor 5000 will support a wide range of high-revenue applications.

Printing up to 50 pages a minute (up to 220 gsm) or up to 150,000 pages a month with an exceptional 2400 x 2400 dpi resolution, the DocuColor 5000 can handle a wide range of sizes and weights of substrates with no decrease in speed. High quality dry inks deliver benchmark colour gamut for full bleed pages.

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](http://www.fujigraphics.com) or call 1 800 263 5018

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