

# Redi-Mail

DIRECT MARKETING  
A Redi-Direct Company

Exceptional data, delivered.

A RESULTS-DRIVEN  
MARKETING SOLUTIONS  
COMPANY.

## Redi-Mail Digital Printing

powered by Xerox iGen

Fully integrated into Redi-Mail's streamlined workflow is the Xerox iGen3 digital production press that is designed to handle traditional print jobs as well as more sophisticated variable data printing. As one of the leading providers of results driven marketing solutions, Redi-Mail is uniquely qualified to offer true turnkey direct marketing and multi channel services.

### Variable Data Printing

In this age of instant communications, it can be challenging to create collateral that not only stands apart and grabs the attention of customers but inspires positive interaction. The creation of relevant, personalized messages can dramatically increase the effectiveness and response to printed communications. Redi-Mail's variable data printing is the perfect solution for multi channel marketing campaigns.

Redi-Mail is able to implement highly customized and personalized campaigns through the use of state-of-the-art technologies such as XMPie™ and other open source software's and platforms. This enables Redi-Mail to produce personalized messages and imagery driven by data elements such as demographics, gender, lifestyle preferences, financial and purchasing history.

### Quality

With Redi-Mail digital printing, gone are the days of needing to pay for larger quantities to ensure cost savings. With the ability to cost-effectively print exactly the amount needed, a high quality job can be done with less waste, less stress and less cost than traditional offset printing. And with Redi-Mail's



Variable data printing is just one of the many advantages of Redi-Mail's digital printing and multi channel capabilities.

extensive data enhancement and data processing experience, our capabilities exceed traditional direct marketing company capabilities.

### Fast and Cost Effective

At up to 110 pages per minute or 6,600 letter-size pages per hour, the iGen3 allows for rapid turnaround. Using SmartPress Technology™, the iGen3 adjusts ink and imaging for each sheet passing through the press, which means that different paper stocks and substrates can be mixed into one print run, even if each page has different graphics, text or images – perfect for variable data campaigns.

### Redi-Mail Direct Marketing

Redi-Mail Direct Marketing is a results-driven marketing solutions company providing direct marketing services including: consumer, business and healthcare lists, multi-channel marketing, direct mail, email deployment, digital printing, web site development and hosting, database management, data processing, literature, premium and pharmaceutical sample fulfillment. Redi-Mail is located in Fairfield, NJ. For more information, visit [redimail.com](http://redimail.com).

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Redi-Mail offers a turnkey solution from data management through digital printing to mailing & fulfillment.

