



BRINGING THE BENEFITS OF ADVANCED PRINTING TECHNOLOGIES TO YOU!

- **Personalized colour presentation material aimed directly at your target markets to increase responses**
- **On-line ordering & proofing systems custom designed to increase your staff efficiencies**
- **Consulting designed to maximize the impact of your communication material**

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- PROJECT MANAGEMENT
- SERVICE TO YOUR FRONT DOOR

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VOL 1

The Allegra Advantage



Online. On Press. On Time.

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HIT ALL OF YOUR TARGETS

Variable-data printing allows you to now customize your marketing materials towards specific targets and even individuals.



On: VARIABLE-DATA PRINTING

MASS CUSTOMIZATION HAS MASS APPEAL

Mass marketing and its reliance on mass advertising messages is no longer the only means to promote goods and services. Instead, there has been a major resurgence in the kind of marketing that people did many years ago when there was no television and significantly fewer places to run a print ad. Customers were wooed through relationships with people who knew their names, what they bought and what they probably would buy down the road.

Mass customization instead of mass marketing

Creating mass customized goods and services is a concept that is catching on. What makes the current marketing revolution different, says Joseph Pine, author of "Mass Customization: The New Frontier in Business Competition," is that it reaches across all industries. Companies with products ranging from blue jeans to baked goods are employing mass customization techniques.

It is now possible to satisfy individual customer needs using technology to create mass customized goods and services. For example, many companies are using databases and digital technology to put them in close proximity with their best customers. Databases can help businesses analyze, track and

anticipate customer preferences and ultimately help identify new opportunities with clients. Then, by satisfying the client's needs, customer loyalty is built.

Digital technology helps target communications

The focus on mass customization, combined with advancements in digital technology, has generated enormous growth in on-demand digital printing, which offers businesses cost effective, quick turnaround of smaller quantity printed materials. Both on-demand digital printing and copying enable businesses to develop more targeted communications with customized and personalized messages based on prior knowledge of the targeted recipients. Since the information is stored electronically, it is readily available and can be easily adapted for different customers or markets.

Variable-data printing offers a personal touch

Variable-data printing is the latest wave of technology enabling customers to cost-effectively order personalized documents. Using this method, the image is placed directly on a cylinder on the press. With every revolution of that cylinder, you can have a different image printed on the marketing piece.

What's to come

- **Direct Mail**
Information on developing dynamic direct mail pieces.
- **Events**
Ideas for increasing the impact of your event marketing materials.
- **Newsletters**
Tips for maximizing the effect of newsletters.

“IT IS NOW POSSIBLE TO SATISFY INDIVIDUAL CUSTOMER NEEDS USING TECHNOLOGY TO CREATE MASS CUSTOMIZED GOODS AND SERVICES.”

COLOR STIMULATES 40% MORE INTEREST THAN BLACK AND WHITE

**HALFTONE (ABOVE)
DUOTONE (BELOW)**

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Personalization brings greater impact and value to the document and supports one-to-one marketing programs that are gaining wide acceptance because they generally deliver better response rates than mass-marketing techniques.

Travel agents want flyers and brochures customized for senior citizen clients who are seeking a cruise to Alaska, for example, where the brochure contains specific photos of senior citizens on board—not

of young families. Real estate agents want to send post cards to potential clients who are seeking out a specific type of home, where the post card contains the client’s name and a color photo of the agent with a new four-bedroom colonial just posted on the market.

Ask our print professionals at Allegra Print & Imaging for solutions to customize your next print communications project. ■



TWO-COLOR DESIGN TIPS ADD IMPACT TO YOUR MESSAGE

Using color is one of the most simple, inexpensive ways to enhance your image through your printed materials. Color can support your print communications message in many ways. Color draws attention to specific areas and can add variety to your text. Simply adding a second color can add more than double the impact to a print project!

Studies confirm that color stimulates 40% more interest in a piece than a simple black and white design. For less than double the cost of a one-color job, you can more than double your options for color designs. In addition to all of the techniques that apply for one-color print jobs, consider these two-color possibilities:

- Mix two colors to get a third one for free. Two spot color inks will create a third color when laid over one another. Blue and yellow for instance, will create green.

- Halftone combinations of two spot colors will produce even more variations. Pick two primary colors to create the widest range of third colors.
- Double hit the same color to produce an unusually dense, rich color. This technique often works best when you position single- and double-hit areas next to or on top of each other.
- Duotones, or photos printed in two colors, often possess greater depth and warmth than photos printed in one color. Most are printed using a hue naturally dark in color (e.g. black or blue) and a naturally light hue (e.g. gray or yellow). However, creating successful duotones can be tricky, so consult with your graphics department or ask our print professionals at Allegra Print & Imaging how you can add impact to your black and white projects. ■



THE ABCs OF PDFs

PDF is a dynamic and versatile file format that can dramatically simplify and expedite document viewing, integration and printing. The letters P, D, and F compose a file extension – one of those three-letter codes that appear at the end of file names (story.pdf). This extension is like a little file recipe; it describes the file ingredients and tells your computer’s operating system how to prepare it for electronic consumption. Like most file extensions, PDF is also an acronym: short for Adobe Portable Document Format. Adobe PDF is widely used by publishers, web writers, graphic designers, and others and is generally accepted as the preeminent format for universal document exchange.

Why is PDF so popular? Its popularity and power originate from its five key attributes:

Compatibility

PDF is a cross-platform file format. This means that PDF can be used to recreate documents irrespective of where they were originally created. Also, when properly created, PDF will preserve the document’s original style and formatting (including color, font and design) exactly as they were intended to be seen. With Adobe Reader, which is free downloadable shareware, virtually anyone, on any computer, with any platform, can recognize, read and print identical PDF files.

Functional

PDF files are easy to work around and contain useful navigation tools like

internal and external links, search capabilities, thumbnail page views, magnification options and more.

Accurate

PDF files are both ultra-printable and ultra-viewable. PDF utilizes the PostScript language, a page description language created by Adobe to describe text, graphics and colors to a Postscript printer.

Convenient

PDF files are both smaller in size than original source files and easier to download and view. These documents also can be easily downloaded a page at a time, enabling you to read the initial document pages before the entire project has been received.

Secure

PDF files offer extensive security protections. Users can assign security passwords to PDF documents before sending them to maintain strict control over sensitive information. Keep in mind, though, that when submitting PDF files for print, the addition of security features can cause difficulties for your service provider.

There are numerous software tools available from Adobe, such as PageMaker and Illustrator, and other software makers, QuarkXPress for example, which can be used to automatically create PDF files. Our print professionals at Allegra Print & Imaging can answer your questions about how best to create and use PDF files. ■

- **Compatibility**
- **Functional**
- **Accurate**
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- **Secure**