



It's a whole
new world
out there!

Your customers are feeling the heat - and moving to higher ground...

Your customers are feeling the heat from **their** customers. They now compete in a world where greater speed and flexibility are demanded of them almost daily.

At the same time, competitive media such as the Internet, e-mail, CD's and PowerPoints have raised expectations - and doubts - about the usefulness of the print media, and its ability to be flexible and effective enough to meet their needs and budgets. And they're asking for more capabilities of smaller and smaller jobs.

Today's print customers now want:

- **Affordable color**

Customers know that color adds impact to any document. They wish they could **afford** to print more materials in color instead of black and white. And they need shorter, less expensive runs.

- **Shorter deadlines**

Your customers have to react to tighter schedules - and they often need **you** to do the same with faster turnaround times.

- **Tailored communications**

Many companies are adopting targeted communications programs customized for specific groups of people - and even personalized communications - offering higher response rates than standard "mass mailings."

- **Lower printing inventories**

Your customers want to print materials in smaller quantities - and more often. Their priorities are: minimizing inventories, eliminating waste and obsolescence, and updating the materials more frequently. *Just-in-time inventory* is a current trend.

Short Run Color capabilities are vital

Studies show that the number-one customer request in the print marketplace today is for *affordable* short run color. To acquire that, they're turning to suppliers who can provide it.

What does that mean for shops offering only conventional offset printing? It could mean a loss of customers, and a shortage of new ones.

Short Run Color is a new approach to printing. It can satisfy your customers' demands for affordable color printing, quick job turnaround, smaller inventories, less waste, frequent updating, targeted communications, and lower cost.

It's evolutionary printing - and it's **cool!**