



PREMEDIA 2.0

The **DMS ink** creative team combines forward thinking and technology to develop effective projects that stand out and achieve results. We work closely with our clients to provide unique ideas and strategies, from conceptualization to production.

Whether you are doing a one-time postcard or require a more consistent look to your printed marketing material, **DMS ink** creative services will work with you from concept to final design.

VARIABLE DATA PRINTING SETUP

Variable Data Printing (VDP) can change your marketing from a generic message to speaking directly with your customers in a more personal manner. Variable simply means that each piece can vary by adding personalization of a first name, changing the graphics

from one piece to the next, and valuable information like printing the location of a store nearest you. Everything prints together eliminating plate changes that traditional web press would require. See below graphic to show an example of how a personalized piece is designed and programmed for personalization.





DMS *INK*



CREATIVE SERVICES

888 Dayton Street, Ste. 102, Yellow Springs, OH 45387 • P 937.222.5056 F 937.222.2696 • DMSink.us

