

# PressLines

Volume 19, Number 1 | Winter 2009

## Web-to-Print adds New Dimensions to Marketing Programs

**W**eb-to-Print is a relatively new concept that combines an Internet-based storefront with variable data digital print. The technology enables authorized users to go to a branded website, view document templates and add custom content within preset parameters.

These systems can accept payment, if desired, and then transmit the order to the printer for output. A fulfillment center, generally onsite or near the printer's facility, then handles any physical aspects of the project — pulling inventory of static materials, printing on-demand pieces, binding, wrapping and distribution.

Web-to-print systems are capable of producing a wide range of personalized materials including:

- Product & price sheets
- Self-mailers
- Training manuals
- Postcards
- Custom publications
- Brochures
- Newsletters
- Coupons
- Catalog covers
- And more

### Unique Advantages

Here are some of the key advantages of Web-to-Print marketing environments suggested by analyst Richard Huff in a November 2007 *Digital Publishing Solutions* article:

- Streamlines order entry and approval processes
- Manages the use of content and monitors individual departmental budgets
- Controls the approval process
- Provides document customization while maintaining brand control
- Defines promotions and campaigns for

### More Printers Offering Web-to-Print

Just a few years ago relatively few printers offered Web-to-Print. While 73 percent still do not have the technology, 27 percent do — including Ripon Printers.

Source: *IM Printing #25*

- particular user groups or regions
- Discourages independently created marketing materials by channel partners
- Reduces obsolescence and inventory costs through demand-driven production
- Cost-effective and time-effective for all parties

### Who is a Web-to-Print Candidate?

Web-to-Print is ideal for serving a large national sales force as well as agents, dealers, distributors and other channel partners. Here are some examples of how W2P scenarios might be employed:

- A corporation that manufactures medical products makes a Web-to-Print system available to its channel partners (resellers) for creating customized sell sheets with different product and price options.
- A financial services company makes a Web- ➤

**Web-to-Print is Green**

You can increase your environmental sensitivity through Web-to-Print, which features online ordering and email confirmations, a virtual catalog of available materials, 100 percent digital workflow, digital printing (on-demand; plate and solvent free), online track and trace capabilities and centralized print and fulfillment that eliminates transportation from one facility to another.

to-Print system available to its branches so authorized employees can easily order customized representative's collateral, ranging from basic business cards and letterhead to personalized newsletters and financial product brochures. The materials might incorporate a photo and contact information as well as options to present charts and data specific to a customer's interests.

- A corporation with a chain of office supply stores makes a Web-to-Print system available so each store can order various kinds of materials from signage and other point-of-purchase materials to customized coupons and postcards.
- A national non-profit organization makes a Web-to-Print system available so regional offices can create customized event promotions and informational materials aimed at their local members or community.
- A pharmaceutical manufacturer with a nationwide sales force uses a Web-to-Print system to

enable reps to order static and customized materials for presentations to doctors and medical personnel.

**Launching a Web-to-Print Program**

Many organizations begin with a catalog of static materials and evolve into versioned and variable data communications. But growth is occurring rapidly in the variable data area as companies strive to improve marketing ROI while both user groups and customers demand more personalized materials.

Ripon Printers can help you explore the possibilities of Web-to-Print. We recently acquired a sophisticated workflow system featuring the KODAK InSite Storefront and a Canon imagePRESS C6000, which provides true 1200 x 1200 dpi resolution and 256 levels of grayscale.

The press consistently reproduces clear, sharp images with the lifelike skin tones, smooth gradients and the color accuracy needed in today's marketplace. Variable data capabilities allow you to create personalized print materials within a responsive, demand-driven environment.

Combined with our extensive, in-house fulfillment and distribution capabilities, we can meet your full range of marketing objectives. Contact your Ripon Printers representative for a free consultation and demonstration, or contact us at [sales@riponprinters.com](mailto:sales@riponprinters.com). **RIPON**

**Critical Changes in Letter-Size Booklets are Coming!**

**T**he financial problems of the U.S. Postal Service (USPS) are now well documented by the media. A need for further cost reductions renewed discussions about reducing the number of delivery days from six to five, as well as an examination of all aspects of USPS business to evaluate what is and is not efficient.

**Changes to Occur with Annual Postal Rate Adjustment**

May 11 marks the annual postage rate adjustment. The Postal Service has proposed dramatic changes in the requirements for mailing letter-size booklets and folded

self-mailers to go into effect at the same time. Many pieces that were once considered letter-size will need either a re-design or mail at the higher flat or non-machineable rate.

Although the changes aren't finalized, they appear to be significant!

**New Definitions**

The Postal Service's definitions of "folded self-mailer" and "booklet" are also changing. Folded self-mailers will need to be constructed of a single sheet of paper. Anything made of multiple sheets — and not in an envelope — will be designated a booklet. Ripon Printers ➤

## Don't count Problems, Focus on What's Going Well

**O**K – admit it. You have probably had enough bad news during the past year. It seems as though everywhere you turn there are reports of doom and gloom. I'm not going to add to that!

I read an article by John Tierney in a *Readers' Digest* I threw away far too soon. I spent part of my lunch hour digging through my recycle pile so that I could share some of his thoughts with you. John's contention is that rather than counting our problems, we should focus on what's going well.

Frankly he does have a compelling argument, and I know I appreciate his insights. The web address for his complete article is at the end of this piece, but permit me some artistic license to summarize his comments.

**T**ierney asserts that we have more free time than ever before according to the U.S. Census Bureau. Second, despite the wars in Iraq and Afghanistan, most of the 6.7 billion people on the planet live in peace. In the past, up to 25 percent of all males died a violent death. Third, we now live in roomier houses than in the past and almost



Andy Lyke

all of the houses have indoor plumbing. Literacy is another reason to celebrate, especially for those of us involved with printing and communications. More than 80 percent of the world's population can read.

What about food? As Tierney points out, food is becoming so plentiful that obesity is becoming a bigger problem than hunger in many parts of the world. Also, have you ever contemplated where some of your fruit or vegetables come from in the middle

of winter? What a treat to have fresh strawberries in the winter! Automobiles are safer and more efficient than in the past, and pollution is down significantly due to improved engineering.

Finally, one of my favorites, Tierney comments on how we have better "memories" than in the past, thanks to the plethora of digital cameras and ways to share the images that we capture, complete with sound. I've spent some time transferring our old 8mm films from the 60's to DVD format. As much as I'm grateful to have the pictures of my parents and family when we were much younger, it would have been even better to have sound as well. I'm just thankful that the film survived as long as it did.

**A**gain, there has been plenty of bad news these days. Sometimes, it's healthy to reflect on some of the improvements that have happened in our lives to offset the bad news. **RIPON**

<http://www.rd.com/advice-and-know-how/10-reasons-to-be-thankful/article117676.html>

➤ is ready to produce pieces meeting these new rules and help you design accordingly.

### Immediate Action needed by Non-auto Rate Mailers

If you were mailing using non-auto letter rates, please examine your mail plans NOW! In the past, mailers not wanting to meet the cover and tab rules for automation have been able to use the non-auto letter rates. Allowing this practice was unintended by the USPS when the old rule was written and they are now removing that option. You will need to make your mail-piece conform to an auto letter or go to flat size for auto flat rates.

Pieces that cannot be processed on an automated sorter (either flat or letter) will be classified as non-machineable. The non-auto rates will only apply to those pieces considered machineable but not bearing an automation barcode. Non-machinable rates are higher than flat rates. Be careful!

Pay close attention to these changes and if you are using letter rates, you will be affected. Know your options and be able to make the best choices for your business. We can help you understand the changes and how to best use the available options. Contact your Ripon Printers representative or Mailing Supervisor Diana Olm ([dianao@riponprinters.com](mailto:dianao@riponprinters.com)) before designing your next mailing! **RIPON**



PO Box 6 Ripon, WI 54971

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PRESORTED  
FIRST CLASS MAIL  
U.S. POSTAGE  
**PAID**  
RIPON PRINTERS

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Ripon Printers is a  
Wisconsin Green Tier participant

## 4 PressLines

### Ripon Printers receives Chain-of-Custody Certifications

This past fall, we were honored to receive certifications from the Forest Stewardship Council (FSC) and Sustainable Forestry Initiative (SFI), the two most prominent U.S. paper and forest certification organizations. Certification offers marketers, publishers and consumers reassurance that trees used in the papermaking process are harvested responsibly, that land use is being closely monitored and that best practices in management and environmental stewardship are a priority.

Each forest certification system has its own specific guidelines to which a company must adhere, but the certification processes are similar. Both require an assessment, a field verification report, certification declaration and ongoing audits.

"Many observers believe the FSC excels at imposing sound environmental standards and social obligations on forestry practices," says Andy Lyke,

president of Ripon Printers. "The SFI gets high marks for its business practices, economic sustainability and auditing. By offering both certifications, we can provide our customers with more choices in determining which organization best aligns with their own environmental policies and goals."

As a printer, Ripon received chain-of-custody (CoC) certifications. CoC is a tool used to track wood from a certified forest to the end-user, providing a link between the certified forest and the certified product. In the case of paper products, the CoC includes the forest, mill, distributor, printer and any other organization involved in the chain.

For information providers to claim forestry certification for their printed materials, purchasing a certified product from a certified distributor and/or using a certified printer such as Ripon Printers is required.