

# PressLines

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## Give Your Next Marketing Campaign More Traxion

**M**arketing is changing dramatically. We no longer tell consumers what to buy. Today people expect personalized communications and an interactive relationship. Marketing is also becoming more of a science, with an increased focus on data mining, ROI and analytics.

Thus the demand for integrated multi-channel campaigns that deliver measurable business results expands every day. Marketers with the right tools in place, coupled with an effective implementation strategy, are able to deliver significant value in a marketplace increasingly driven by digital technologies.

To help you succeed in this new marketing environment, Ripon Printers offers Traxion, a division that provides advanced tools to help you:

- Communicate with customers one-to-one
- Create more interactivity
- Deliver multichannel campaigns
- Provide campaign metrics

In short, Traxion can help you engage and interact with your prospects and customers in ways that make them more receptive to hearing your message.

### The Traxion Toolbox

Traxion includes a suite of digitally driven hardware, software and services that can be integrated or used individually. At the heart of Traxion are two Xerox iGen4® systems, representing the latest version of breakthrough variable data print technology. The iGen4 offers more image area than many competitive presses and features a large sheet size of 14.33" x 22.5". The iGen4 systems also provide high capacity output for major campaigns requiring one-to-one personalization.

Complementing the iGens is Xerox's powerful XMPie, a solution designed to help companies create and manage highly-effective direct marketing and cross-media campaigns (print, email and web pages). XMPie software allows you to uniquely leverage your

customer information and creative to achieve dramatic returns on your marketing investment. For example, XMPie enables you to manage all variable data for a print campaign, connect it to personalized landing pages and send an email concurrent with the printed piece. All through a single online tool.

### Metrics and More

Perhaps most importantly, XMPie can be used to monitor campaigns in real time, providing valuable analytical data from landing page visits to email opens. This data not only measures the progress of a live campaign, but also provides the information you need to make adjustments for subsequent marketing efforts.

And Traxion can even help you with your campaign targeting, providing online access to more than 125 million households using hundreds of demographics, lifestyle and purchase behavior filters. Or it can help you pinpoint the true

## TRAXION

*A Division of Ripon Printers*

### Traxion Products & Services

- Digital print
- Variable data
- Mobile barcodes
- PURLs
- Data services
- Branded digital storefronts
- Online customized print products

decision makers at more than 14 million businesses needing your product or service. Select by business type (SIC/NAICS Code), executive title, company size and other business demographics.

### Create, Personalize and Print from Our Online Store

Traxion also offers a convenient online option for creating and printing personalized business and personal print materials from pre-designed templates. Consumer products range from announcements (baby, save the date) to wedding invitations and birthday and holiday cards in a variety of formats. Business products include postcards and business cards from either our ready-made templates with customizable options or our "You-Design!" series templates to upload your own design.

### Get Traxion at Ripon Printers

You can learn more by visiting the Traxion website ([gettraxion.com](http://gettraxion.com)), contacting your Ripon Printers representative or sending an email inquiry to [sales@riponprinters.com](mailto:sales@riponprinters.com). We'd be happy to discuss how Traxion can contribute to the success of your marketing campaigns and to arrange a demonstration of the XMPie capabilities. **RIPON**

## Customer Spotlight

### Major John Creel Receives Distinguished Flying Cross for Actions in Afghanistan

U.S. Air Force Major John Creel, son of Judith Peavey (our contact who recently retired from Pioneer Inc. of Meridian, Miss.), was recently awarded, along with Colonel Christopher Barnett, the Distinguished Flying Cross medal with valor by Air Force Chief of Staff Gen. Norton Schwartz. The ceremony took place at the Pentagon.

Both officers received medals for two separate battles in Afghanistan. On April 4, 2009, Barnett and Creel flew their HH-60G Pave Hawk helicopter through multiple fire fights and a blinding sandstorm to save the lives of more than 40 Special Forces Soldiers and an Afghan National Army member near Kajaki, Afghanistan.

Then several missions later, Barnett and Creel were faced with similar circumstances near Marjeh, Afghanistan, on May 19, 2009, when they flew into a Taliban stronghold three times to rescue injured soldiers while also working with air controllers on the ground to eliminate enemy positions.

"These are amazing feats of service to our country," Schwartz said before presenting the four medals to Creel and Barnett. After receiving his medals, Creel said he felt his actions were not that special, citing that all service members perform similar acts every day.

"If you ever want to know what it takes to do something like this, just look around you," Creel said to the ceremony attendees. "Every person...who has worn the uniform before or is in the uniform now is capable of doing this. This is what we do."

Judith and her family were able to attend the Pentagon ceremony honoring the two war heroes. When asked about her son's brave actions, she responded, "We are so thankful for God's protection and guidance in his life. We pray for each and every one of our military men, women and their families and praise them for their service and sacrifices for our country."

We couldn't have said it better. **RIPON**



**Col. Christopher Barnett, left, earned two Distinguished Flying Cross with Valor medals and the Bronze Star and Maj. John Creel was awarded two Distinguished Flying Cross with Valor medals during a Pentagon ceremony May 18, 2012.**

## A Martian Curiosity

The Experimental Aircraft Association (EAA) held their annual AirVenture convention in nearby Oshkosh, Wis., in late July. They say the airport in Oshkosh is the busiest airport in the world during the convention — judging by all the airplanes in the sky over Ripon, it's definitely true.

What amazes me is how far we've come to exploring the skies in just over 100 years. Especially with the EAA, and the focus on Experimental, I appreciate how we keep pushing the limits of what can be done.

Recently NASA landed a one-ton vehicle on Mars — can you believe that? (Actually, I know some can't and believe that Mars is located on a sound stage in California, but work with me here...). For those of you who missed the news, this is the biggest vehicle by far that we've sent to another planet.

With the light Martian atmosphere, the engineers at



Andy Lyke

NASA had to develop what they call the "Sky Crane" to place the vehicle (named "Curiosity") gently on the surface. I can't describe it, but it was a very clever solution and one that required overcoming many logistical barriers. I recommend seeing the NASA simulation of the event — it is truly awesome.

While our operation isn't as complex or compelling as landing a one-ton vehicle on

a planet millions of miles away, successful printing also takes great planning and teamwork to be successful. When I think about all the variables involved with each job, I'm glad we have a stellar group of craftsmen and craftswomen who can meet (and hopefully exceed) the needs of our customers.

Our equipment, too, keeps getting more sophisticated, offering greater control over the entire process. The original Apollo moon mission rockets had less computing power than current handheld calculators. Now we have equipment in our plant that has more computing power than all but the most powerful computers.

I'm eager to follow Curiosity as it explores the Martian surface. Who knows — given the rapid expansion of the air and space programs, perhaps we'll see a day when some of our employees will vacation on Mars! **RIPON**

## Premier Print Awards Announced

This year was our best showing yet in the Premier Print Awards! Printers from around the world submitted more than 2,800 entries for judging. Now in its 63<sup>rd</sup> year, the contest is sponsored by Printing Industries of America.

Of our seven entries, five earned Certificate of Merit awards, our highest number in a year ever! Ripon's winning entries included pieces printed on heatset web and sheetfed presses. The honors were earned in the following categories:

■ **Web Press Printing:** 4 or more colors, coated paper

■ **Newsletters:** 4 or more colors

■ **Internal Communications Pieces:** 4 or more colors

■ **Product/Service Catalogs:** Cover — sheetfed; Interior — web press printing

■ **Service Catalogs:** 4 or more colors (in competition with printers with 101-250 employees) **RIPON**





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## Ripon Printers Invites You to a September Open House

We may be celebrating our 50<sup>th</sup> anniversary, but we're giddy as kids about everything that's happening at Ripon Printers. In fact, if you haven't been here for a few years, you might not recognize the place. We're still the same friendly, customer-driven organization we've always been, but we've expanded our equipment, capabilities and staff through acquisition, not to mention updating, refining and tweaking throughout the facility.

So the bottom line is that we decided to sponsor an open house. Two, actually—one for our employees and the Ripon community and one for our present and prospective customers. The big dates are:

- **Wednesday, Sept. 26, 4:00 – 7:00 p.m.**  
(employees and community)
- **Thursday, Sept. 27, 2:00 – 6:00 p.m.**  
(customers and prospective customers)

We'll be advertising the local event in the *Ripon Commonwealth Press* (where else?) and all of our business contacts will receive a written invitation in the mail. Both events will feature a bit of our 50-year history, guided tours, delicious refreshments and a take home gift package for each attendee. It's a great opportunity to see all the great things that are happening here at Ripon Printers, as well as meet all the great people who serve you.

Watch for your invitation in the mail. **RIPON**

