



Press Release

Source: Fulfillware

## Fulfillware Adds Fully Customized Variable Data Printing To Direct Mail Offerings

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### VDP Makes Direct Mail Campaigns More Relevant, Cost-Effective

ATLANTA--(BUSINESS WIRE)--June 1, 2006--Fulfillware announced that it has added fully customized digital color variable data printing (VDP) to its mix of integrated direct mail marketing services, enabling clients to move beyond personalized direct mail to produce more relevant, cost-effective direct mail campaigns.

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"With our new VDP service offering, each piece of direct mail that we print can include full color images and text that are specific to the recipient," said Henry Lewin, Fulfillware president. "Our clients' campaigns become more relevant, and relevant campaigns engage the recipients and result in substantial increases in response rates compared to campaigns that are just personalized with the recipient's name."

As an example of VDP, Lewin said that an automotive dealer could send their customers a full color direct mail piece specific to the make and model of their vehicle and include promotions and offers based on the vehicle's estimated mileage.

Fulfillware's new VDP service offering is most cost-effective for short print runs of up to 10,000 pieces. It will produce high-quality, full-color direct mail pieces that can be printed and addressed in a single print run.

"VDP adds a whole new dimension to Fulfillware's existing service offerings and will take the company to the next level of planned growth," Lewin noted. "It's a great complement to our database management expertise because we can drop the information our clients provide into our database layout software and from there directly into our variable data printing equipment."

#### About Fulfillware

Founded in 1993, Atlanta-based Fulfillware is a direct mail marketing company that offers businesses - locally based, nationwide and in Canada - integrated direct marketing solutions through a combination of creative, database management, print production, mailing, Internet/email marketing, and fulfillment services. More than 750 organizations have partnered with Fulfillware to complement and support their direct marketing efforts and to develop high caliber, cost-effective and targeted campaigns that deliver results.

Fulfillware's experienced professional management team has earned the company a reputation among its clients for quick response to changes, flexibility and close attention to detail, ensuring that each job is executed on time and within budget. Visit the firm at [www.fulfillware.com](http://www.fulfillware.com).

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