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Print Takes a Bold New Direction at ProList Konica Minolta AccurioJet KM-1 coming in March

ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.



The world of printing and mailing has been changing for the past decade with digital color printing becoming a more viable competitor with traditional offset print. Digital printing moved from black and white laser to color laser imaging, the quality of which keeps improving. Now color inkjet printing is stepping in to challenge offset and toner-based print technologies.

In March, ProList will install the Konica Minolta AccurioJet KM-1 inkjet press. This is a new high-end press that has only been installed in a few locations nationally. The key facts about the KM-1:

- It is a sheet-fed press;
- It uses a large format sheet;
- It uses UV ink;
- It is capable of running simplex or duplex at high speeds;
- It has a resolution of 1200 x 1200 dpi;
- Its image quality, color gamut and glossiness rivals offset presses.

Quality Service Guaranteed!



Let's dig into why those facts matter to you:

- Being sheet-fed allows the KM-1 to operate successfully on relatively small quantities while still retaining the advantage offered by production inkjet printing;
- The large sheet size allows us to print a wide variety of items, as well as maximize efficiency with multiple ups;
- UV ink allows us to print with high-quality on almost any paper - in fact on almost any substrate;

- The KM-1 runs one or two sided at high production speeds allowing it to be competitive with other print technologies at larger quantities;
- The high resolution makes the print quality of the KM-1 comparable to offset printing - and in many cases, better.

Some of the applications we have planned for this new capability:

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- **Zero-inventory renewals and acknowledgements.** Because the KM-1 personalizes while it prints, we can print full forms exactly as they are needed, along with precise quantities of other inserts, from one color buck-slips to full-color inserts. The KM-1's versatile substrate abilities allow all components to be printed on-demand as needed. The only thing you need to supply is envelopes.
- **Full personalized postcards and self-mailers.** The KM-1 will allow us to create fully personalized self-mailers and postcards affordably and quickly. The print quality really is astonishing, and using ink instead of toner makes digital color affordable in much larger quantities.
- **True one-stop print and mail.** While ProList enjoys an excellent relationship with many of the finest printers in the nation, the KM-1 will allow us to create many print and mail projects entirely in-house - better control, turnaround, and affordable pricing.
- **Last minute component replacement.** Forget a lift note? No problem - the KM-1 can produce it with offset quality and greatly reduced turnaround.
- **Variable color applications.** Adding color to your variable print applications has been shown time and again to boost response. With the KM-1, ProList adds tremendous new capabilities that can make variable color affordable and versatile.

The move to high-quality, high-production inkjet is an important next step for ProList, and for the entire printing and mailing industry. Stay tuned as this important new tool is installed in March - we'll be sharing tons of information and ideas in the coming months!

The Future, Part 2

The Informed Delivery train is leaving the station. Shouldn't you be on board?

Informed Delivery, the USPS program that sends black & white pictures of their mail to consumers, is becoming a real thing. Numbers are starting to matter. There are a few more future-y

moves you can make.

The numbers keep getting better - the program currently has 7.1 million registered households, 3.34 million of whom get a daily email from USPS. That's about 4.5% and 2.2% of the households in the US, respectively. These also tend to be folks who are deeply engaged with their mail. One nonprofit recently reported a 10% click-through rate on people who viewed their Informed Delivery ad. They went directly to the donation page before they even saw the mail piece.

We do not want to oversell this - it was 10% of a small percentage of their prospects, but enough to be getting measurable. And the numbers keep growing.

This is a very inexpensive program to participate in. At ProList, we are now offering to add Informed Delivery advertising to your campaigns at an extremely low fixed cost. There are currently two levels at which you can participate through ProList:

- **Representative image.** You upload a jpeg image to us. We will set that image up with the Informed Delivery program so that it shows up in place of the black & white picture of the mail piece. You provide the image, we set it up. This is not a clickable ad. Our fee: \$25/image.
- **Representative image and ride-along ad.** You upload two jpeg images: The representative image, as above, and a "click here" ride-along image that will appear immediately below the representative image. This IS clickable and we will provide a trackable URL so you can see how much activity you get on the link. The cost for this service is \$125.

These prices are based on you providing ready-to-go images meeting the specifications we provide.

In the future, we expect to be able to provide unique URL's for each mail piece, so you can see exactly who clicked, and provide a unique online experience for them. More on that as it becomes available.

Some of the applications we have planned for this new capability:

- It costs almost nothing;
- It's very easy to execute;
- Your seeds - typically clients and their associates - will see the ad;
- You get a nearly free second touch with your mail;
- As the Postal Service continues to increase subscriptions, you will have the process in place.

There are challenges to Informed Delivery still to be resolved, and we understand getting an approved image to use requires effort, but for forward thinking marketers there is no time like the present to get started. [Contact us](#) to learn more.

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