




Variable Data Printing

The Power of One-to-One Marketing

Speak directly to each prospect or customer.




FITNESS 
 2431 Mercantile Drive
 Rancho Cordova, CA 95742

PRSR STD
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PAID
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Rhonda,
 We haven't seen you since April! Please call Sharon by Dec. 1, 2006 and renew your commitment to a healthy lifestyle and get **25% OFF 2007 dues.**

Come see our NEW Spacious Weight Room
Present this card for ONE FREE! Day Pass!

Rhonda Stein
 349 Bailey Ct
 Rancho Cordova, CA 95945


FIRST	LAST	MEM	OFFER	GEN/AGE	PHOTO	MESSAGE	CANCEL	REP	ADDRESS	CSZ
Rhonda	Stein	Single	25% / Pass	F 25+	Female25.tif	Female25.txt	April	Sharon	349 Bailey Ct	RC CA 95742
Wyatt & Clare	Earp	Married	50% / Fun	M 56+	Married56.tif	Married56.txt	May	Kip	1133 First Ave	RC CA 95742



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Wyatt and Clare,
 We haven't seen you since May! Please call Kip by December 1, 2006 and renew your commitment to a healthy lifestyle and get **50% OFF 2007 dues.**

Try our New Senior Fun & Fit classes!
Present this card for 2 FREE! Fun & Fit Cardio Sessions.

Wyatt & Clare Earp
 1133 First Ave.
 Rancho Cordova, CA 95742


Variable text and images are driven by the database or "list."

If you know who your customers are, you know who your "A" prospects are. Use that information!

The targeted list containing **RELEVANT INFORMATION** is imperative for a successful campaign.

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VIP

"V.I.P." One-to-One Marketing

Say good-bye to mass marketing, mass communications, massive waste of marketing dollars. Say hello to "VIP" One-to-One Marketing Solutions. We personalize your marketing materials by matching them with the buying preferences and purchasing history of your customers – one to one. Each of your flyers, brochures, catalogs or mailers is personalized; meaning every piece is slightly different from the one that comes off the press right behind it. The text, images and graphics are customized for each customer. So, customers who buy red see red; customers who buy blue see blue. Customers who buy high-end see top-of-the line; customers on a budget see value. Customers who are young see pizzazz; mature customers see trust and stability.

In other words, we help you develop a marketing solution that marries your customer information and data with our sophisticated software, digital printing capability and marketing know-how, to produce marketing materials that are as individual as your customers. And we do it for a price that will delight the most budget-conscious accounting departments.

NDS is one of only a handful of companies in the U.S. possessing the marketing skills, plus this amazing technology. We use our technology and sales savvy to drive customers to your door, dramatically increasing your customer response rates, shortening your response times, boosting your market share, enhancing your cash flow and positioning your company as an industry leader.