

Is color inkjet the way to go? Get an expert opinion.

Recent technological advancements have made color inkjet printing the best option for many direct mail packages. Increased quality and speed now offer many benefits for direct mailers:

- Both very large and smaller quantity programs can be produced cost effectively with color inkjet.
- Direct mail can be more customized with virtually unlimited personalization in color.
- Significant production, postage and delivery savings can be achieved.

But what programs should marketers consider converting to color inkjet production? And what programs are better suited to other equipment?

There are several factors to consider when determining if color inkjet is the best alternative:

- Quality – what level for print and images is needed?
- Customization – how much personalization and how many versions are required?
- Schedule – how much time is required to get your packages printed and in the mail?
- Budget – does color inkjet save money on production and postage?

Benefits of color inkjet production

- Substantially reduced postage costs
- Increased response with unlimited versioning and personalization
- Comparable pricing and quality to traditional print and personalization
- Eliminate cost of pre-printed forms and inventory management to improve productivity
- Shorter time frames from data to mail



Ask the experts

If you're unsure of the best solution for your direct mail program, J&Q can help you find the right mix of factors that optimizes production costs and provides the level of quality required while lowering postage and delivery costs, whether it's traditional offset, color digital or color inkjet printing.

We advise taking a closer look at color inkjet given recent technological advancements that have revolutionized the industry. J&Q can help you better understand the options available and find the right combination of paper stock, ink coverage, speed and versioning to ensure the quality you need to best promote your products and services while saving time and money.

WHICH PRINTING METHOD IS THE

FULL COLOR DIGITAL

- Sheets of plain white paper feed into the printer with full color printed and personalized forms output, ready for trimming to size.
- Forms can be completely personalized to list segments and/or the individual.
- Ideal when a high quality image is required for high-end products and services, or a heavy paper stock is needed for selfmailers and postcards, or the quantity is very small.

Xerox iGen4 Press



PAPER

40# OFFSET TO
18 PT. OFFSET
MATTE, GLOSS

QUALITY

VERY HIGH

QUANTITY

SMALL TO MEDIUM

VERSIONS

UNLIMITED

PERSONALIZATION

FULL COLOR

TRADITIONAL OFFSET & MONOCHROME PERSONALIZATION

- Forms are printed in color on traditional offset presses, either sheetfed or continuous, then cutsheet or continuous laser personalized in black to address or further personalize to the individual.
- Most high volume direct mail programs use the traditional process which requires a longer schedule because it requires two processes. Personalization is limited to monochrome black only.
- Ideal for limited personalization (name and address in black), large and intricate formats, and when extremely high ink coverage or spot colors are required.



PAPER

ALL WEIGHTS—
OFFSET, MATTE, GLOSS

QUALITY

HEAVY INK COVERAGE

QUANTITY

SMALL TO HIGH

PERSONALIZATION

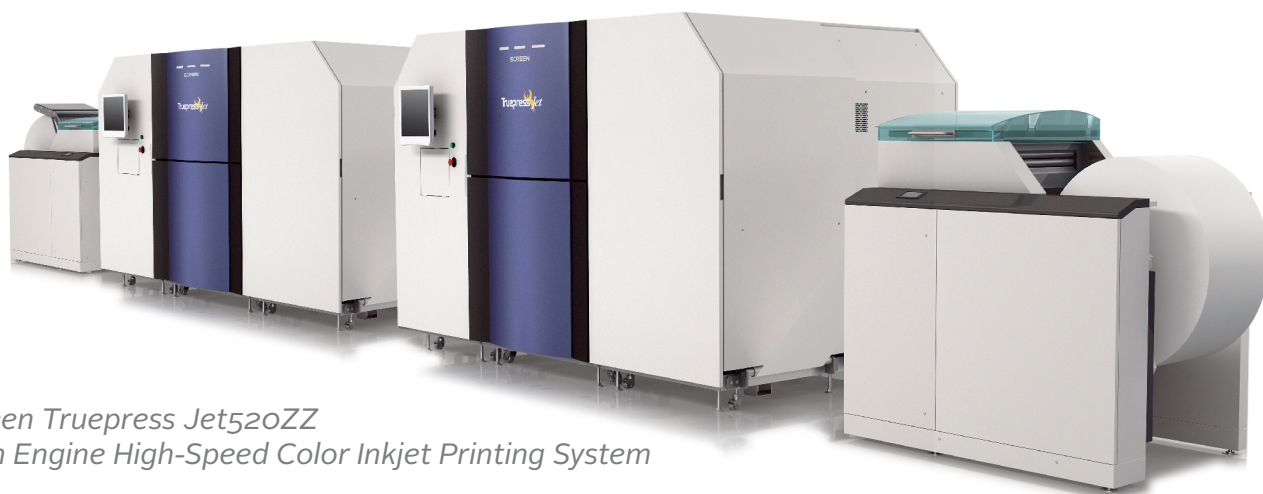
MONOCHROME

TIMING

LONGER SCHEDULE

RIGHT CHOICE FOR YOUR MAILING?

FULL COLOR INKJET



*Screen Truepress Jet520ZZ
Twin Engine High-Speed Color Inkjet Printing System*

- A roll of plain white paper feeds into the press with full color printed and personalized forms being output, ready for folding, inserting and mailing.
- Color inkjet has been used for the past few years to primarily produce transactional programs, but recent advancements have made it feasible to print a wide range of direct mail programs cost effectively.
- Provides significant benefits for production of direct mail forms including postal savings, shorter timeframes, unlimited versions and elimination of preprinted forms.
- Forms can be variably printed – from simple versioning by list segment or campaign to individual personalization with variable text and graphics in color.
- When combined with demographic information in the data, one-to-one personalization can drive response rates and ROI up.
- Higher speed production leads to quicker turn times, improving the time to market for time sensitive information and offers.
- Advancements in quality provide comparable quality to traditional printed forms.
- Multiple versions, as well as test and control packages, can be combined resulting in lower production and postage costs.

PAPER

50# OFFSET TO
9 PT. OFFSET
MATTE, GLOSS

QUALITY

HIGH

QUANTITY

MEDIUM TO HIGH

VERSIONS

UNLIMITED

PERSONALIZATION

FULL COLOR

TIMING

SHORTER SCHEDULES

Color Inkjet Color Inkjet features comparable quality and pricing to traditional printed packages. Plus, postal savings, faster turn times and elimination of preprinted forms make color inkjet the right choice for most campaigns.

SIDE-BY-SIDE FORMAT COMPARISON

| Capability | COLOR INKJET | COLOR DIGITAL | TRADITIONAL OFFSET* |
|---|--|--|---|
| IDEAL PACKAGE TYPE | Very high quality, color personalization, heavy paper stocks | High quality, medium quantity, color personalization | Limited versions, personalization in black only |
| FORMAT: LETTER/FORM, POSTCARD, SELF-MAILER | All | All | All |
| SIZE | Forms up to 20" Width x 40" Length | Sheet sizes up to: 14.33" x 22.5" | 19 1/2" Width x Cylinder Size |
| PAPER WEIGHT | 50# to 12 pt. | 40# to 18 pt. | Virtually All Weights |
| PAPER TYPE | Offset / Matte / Gloss | Offset / Matte / Gloss | Offset / Matte / Gloss |
| QUALITY | High | Very High | High |
| INK COVERAGE | Low to High | Low to High | Low to High |
| QUANTITY | Medium to High | Low to Medium | Low to High |
| VERSIONS | Unlimited | Unlimited | Limited |
| PERSONALIZATION | Full Color | Full Color | Monochrome |
| SCHEDULES | Shorter | Shorter | Longer |

*Traditional assumes offset printing forms plus cutsheet or continuous laser personalization in black.



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J&Q is a direct mail production and integrated marketing company located in Niles, Illinois, 30 minutes from downtown Chicago and 20 minutes from O'Hare International Airport. We offer the latest in data services, personalization technologies, cutting-edge printing with both laser and inkjet printers.

Not sure what would be the best production method for your direct mail program? Please call or email us with questions or to discuss your next direct mail campaign.