

# Newsletter

SPRING/SUMMER 2010



## Web-Based Design and Production

United Fulfillment now offers web-to-print solutions for our clients that address four areas of publishing: creativity, productivity, management, and automation. This empowers clients to take advantage of our technology to focus their talent on creating multipurpose digital communications. Files can be amended to a specific set of rules that enable non-technical professionals the ability to finish the design and production process with no additional skills beyond using a web browser. Templates can be stored, managed, and automated to fit into almost any workflow scenario, with a particular specialty dovetailing online orders with United Fulfillment nationwide distribution and fulfillment.

Clients have separate, secure areas containing "intelligent" templates. We'll take your ideas or digital documents (made in InDesign, Quark, etc.) and create a custom template. Users can edit the template – but only within certain parameters that adhere to your pre-defined standards. We can include built-in permissions to create an approval workflow sending designated approvers an email request. With a button click, they can view and approve the submitted file. Finished files can be generated into almost any digital production format (PDF, EPS, JPEG, PNG, GIF, POSTSCRIPT, HTML, AND NOW, FLASH).

Our software is used to create material for print and multimedia. Publishing powerhouses, universities, ad agencies, design firms, pharmaceutical companies, financial institutions and associations have integrated our program. Our application can be useful for:

- Printers
- Ad Agencies
- Publishers
- Designers
- In-house document management
- Government
- On demand creation of all manner of print-ready materials
- Brand control
- Variable database-driven documents for advertising, direct mail, etc.
- Circulars, catalogs and flyers
- Educational materials
- Corporate forms, collateral and cards
- Localized and personalized documents
- Newsletters, magazines and newspapers
- Technical documentation
- Books

This is a particularly effective tool for direct mail and multi-channel marketing campaigns. Use the 1 - 2 - punch of direct mail and personalized URLs (purls) to direct potential customers to a website capturing both interest and information to help build a larger client base.

And, United Fulfillment will be there to help you. While we believe in offering you great value in technology, print and fulfillment, we specialize in customer service.

Call your sales representative for an interactive demo or for more information.

## United Fulfillment does back flips...

We also do Page flips...

Bring your documents to life. United Fulfillment will turn your multi-page document into 3D Flash-based digital content. Pages are displayed in a dynamic book format. A click on a page edge causes it to turn or "flip". A double-click enlarges the page for easy legibility. This tool can be used for proofing position while demonstrating a more realistic look and feel of a publication... before it prints.

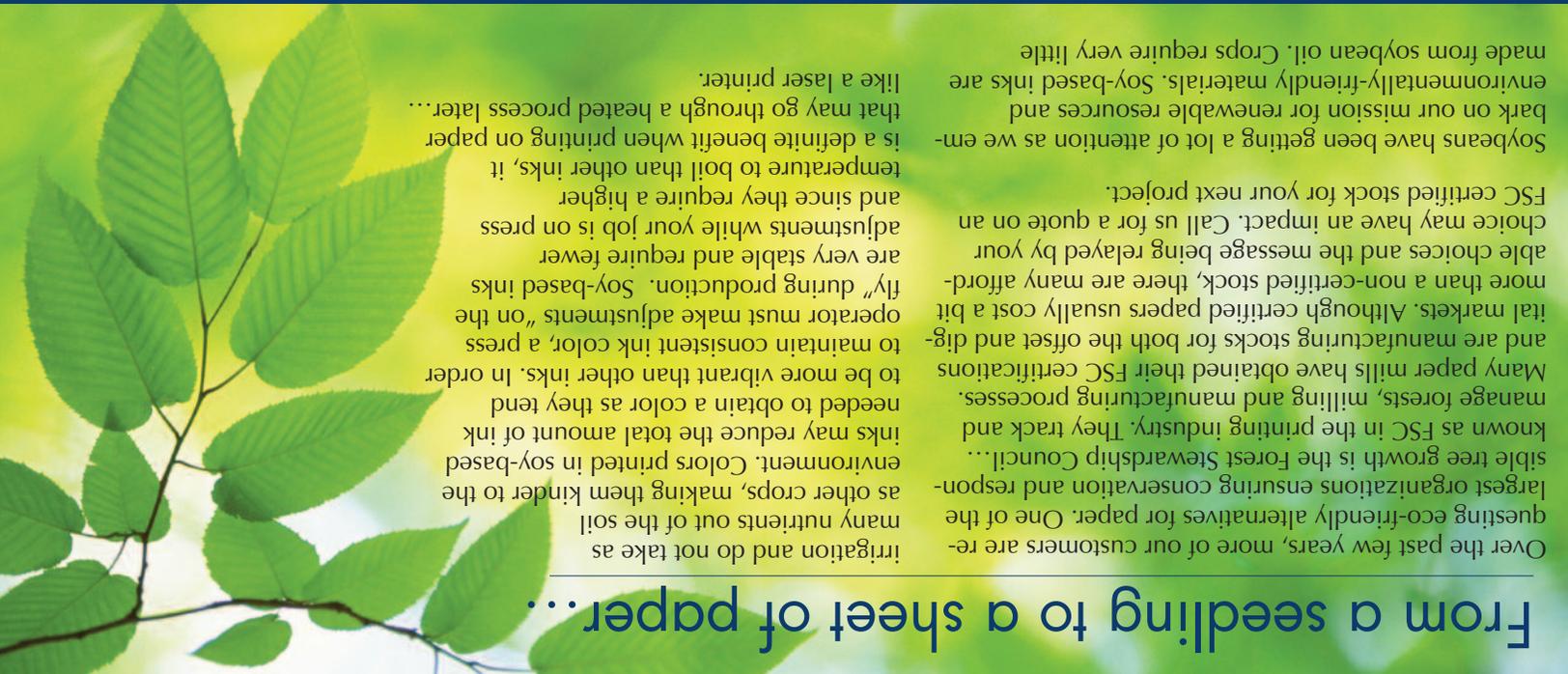
We can also create online digital libraries that work in conjunction with your website, or ours. Ask us for a demo and see for yourself how it works. We hope to see you doing a "flip" of your own soon.





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## *Your Spring/Summer 2010 Newsletter has arrived!*



## **From a seedling to a sheet of paper...**

Over the past few years, more of our customers are re-questing eco-friendly alternatives for paper. One of the largest organizations ensuring conservation and respon-sible tree growth is the Forest Stewardship Council... known as FSC in the printing industry. They track and manage forests, milling and manufacturing processes. Many paper mills have obtained their FSC certifications and are manufacturing stocks for both the offset and dig-ital markets. Although certified papers usually cost a bit more than a non-certified stock, there are many afford-able choices and the message being relayed by your choice may have an impact. Call us for a quote on an FSC certified stock for your next project.

Soybeans have been getting a lot of attention as we em-bark on our mission for renewable resources and environmentally-friendly materials. Soy-based inks are made from soybean oil. Crops require very little

irrigation and do not take as many nutrients out of the soil as other crops, making them kinder to the environment. Colors printed in soy-based inks may reduce the total amount of ink needed to obtain a color as they tend to be more vibrant than other inks. In order to maintain consistent ink color, a press operator must make adjustments "on the fly" during production. Soy-based inks are very stable and require fewer adjustments while your job is on press and since they require a higher temperature to boil than other inks, it is a definite benefit when printing on paper that may go through a heated process later... like a laser printer.