

WEB-TO-PRINT:

Bridging the Gap Between Digital Content Online and Print Production

Imagine if you or your colleagues could work from a computer at any location, create customized literature from an online template, approve a PDF, upload a mailing list and send it all instantly to a print and fulfillment partner. Called web-to-print (or W2P), this issue of *Business Trends* explores the rapidly emerging W2P concept including applications, benefits, how to get started and Brown Industries's solutions.

HOW W2P WORKS

Robust, Internet-based workflow systems – hosted either internally or by a vendor – allow authorized users to access an online literature catalog that could contain static, versioned and variable-data items. Versioned documents allow options for configuring materials by region, language or other factors. True variable items can be customized through a template that allows users to select customized data that might include

product selection, pricing within predetermined ranges, personalized contact information and many other types of variable information.

Once submitted, the workflow system manages the order through production and fulfillment. Systems generally control a full range of activities from payment to preflighting, proof approval, printing, shipping, tracking and reporting. Fulfillment centers then handle any physical

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aspects of the project – pulling inventory of static materials, printing on-demand pieces, binding, wrapping and distribution.

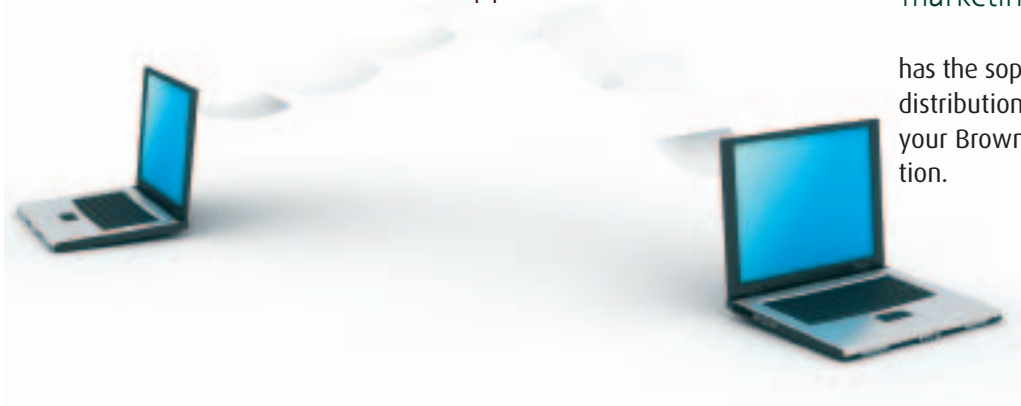
Here are some of the key advantages of W2P marketing environments suggested by analyst Richard Huff in a November 2007 *Digital Publishing Solution* article:

Streamlined order entry and approval process
Manages the use of content and monitors individual departmental budgets
Control of the approval process
Document customization while maintaining brand control
Defines promotions and campaigns for particular user groups or regions
Discourages independently created marketing materials by channel partners
Reduces obsolescence and inventory costs through demand-driven production
Cost-effective and time-effective for all parties



6ways BROWN INDUSTRIES HELPS WITH W2P

- 1 Free Consultation
- 2 User-Friendly Workflow System
- 3 Template Design Assistance
- 4 Variable Data Printing Technology
- 5 In-house Mailing and Distribution
- 6 Technical Support



WHERE W2P FITS

W2P is ideal for efficiently providing print materials to both internal and distributed employees such as a large national sales force or channel partners that might include independent distributors, dealers and agents. Here are some examples of how W2P scenarios might be employed:

- A bank makes a W2P print system available to its branches so that authorized employees can easily order customized bank collateral ranging from basic business cards and letterheads to personalized newsletters and financial product brochures. The materials might incorporate the personal banker's photo and contact information as well as options to present charts and data specific to a customer's interests.
- A corporation that manufactures dental products makes a W2P system available to its channel partners (resellers) for creating customized sell sheets with different product and price options.
- A corporation with a chain of office supply stores makes a W2P system available so that each store can order various kinds of materials from signage and other POP materials to customized coupons and postcards.
- A national non-profit organization makes a W2P system available so that regional offices can create customized event promotions and informational materials aimed at their local members or community.
- A university makes a W2P system available so that admissions staff can create customized recruitment materials based upon a student's interests, academic potential, financial needs and other factors.

GETTING W2P OFF THE GROUND

Many organizations begin with a catalog of static materials and evolve into versioned and variable data communications.

Growth is occurring rapidly in the variable data area as corporations strive to improve marketing ROI

But growth is occurring rapidly in the variable data area as corporations strive to improve marketing ROI and both user groups and customers demand more personalized materials.

Brown Industries can help you explore the possibilities of W2P and has the sophisticated workflow system, digital printing and distribution capabilities to meet your objectives. Contact your Brown Industries representative for a free consultation.

BROWN INDUSTRIES OFFERS CUSTOMIZED W2P WORKFLOW

Brown Printing provides Internet-based custom printing and fulfillment services as well as document shell and reprint solutions through Lynk. The innovative solution also offers on-line proofing and collaboration for users with Internet access regardless of their location or time of day. Once an on-line proofing and annotation session is completed, the file may be corrected and republished or may move directly into production.

For web to print applications clients browse a catalog of their images, compose or customize existing items, view an on-line proof and submit the order directly to the production device. Lynk accommodates large format items like signage and banners but is also used for variable data direct mail, imprinted brochures shell, print on demand collateral and fulfillment services saving time and cost.

Key features and benefits include:

- **Convenience of submitting orders** over the Internet in a secure environment
- Moves jobs into production more quickly, reducing errors and **streamlining** the fulfillment process
- Enables two-way status and notification capabilities to **enhance communications** between you and Brown on a 24/7 basis
- Customizable web interface provides the **right ordering experience** for your internal customers and channel partners
- **Supports job submission** from both PC and Mac with security via user account password
- Document catalog **enables easy ordering** of static or variable documents – stationery, business cards, multi-page brochures, signage, advertising, direct mail postcards and many other items
- Intuitive order submission interface lets you **customize job tickets**, include special job instructions and preview the final PDF before printing
- **Easily handles reorders** with a “shopping cart” approach that identifies costs up front
- **Tracks job submissions** with automatic notifications to operators as well as status e-mails to you as your job progresses, right down to capturing delivery signatures
- Enables dynamic, **real-time price estimation** during job set-up and submission
- Automatic PDF conversion



What's more, the system is easy to use and guides you through each step in the process. To learn more about how Brown Industries can make W2P a valuable print and fulfillment tool for your organization, please contact your representative to arrange a no-obligation demonstration and free consultation.

BROWN INDUSTRIES | BULLETIN

Greenwashing Catches EPA's Attention.

Some organizations don't invest in environmentally friendly practices and try to skirt the issue with misleading greenwashing – the practice of inflating a product's environmental benefits with confusing claims like “earth smart”. In response, the EPA is reviewing its guidelines for green advertising in January 2008, a full year ahead of schedule.

Direct Marketing Spending Forecast Up.

Direct marketers will spend a little more this year, with more organizations planning to mail to in-house lists of customers and previously identified prospects compared to last year. Full survey details are available in the December 2007 issue of *Direct* magazine (www.directmag.com).



BROWN INDUSTRIES EXPANDS SALES TEAM

Brown Industries continues to diversify with respect to markets served and the services we offer to our longstanding customers. This ongoing strategy has led us to expand our sales leadership staff.

Brown Industries proudly announces that Sam Shon, Geri Thompson and Ken Leahy have joined our team and/or assumed new roles.



Sam Shon

Sam Shon has accepted the position of Vice President POP Sales. He will work from our Dalton Headquarters and manage our national sales effort with respect to Point of Purchase, Sample Activities and the related printing.



Geri Thompson

Geri Thompson has joined our staff in Atlanta as Director of Commercial Sales. Geri has been asked to introduce the country to Brown Industries as a complete marketing services provider. He will be working with existing clients, new opportunities and customers nationally.



Ken Leahy

Ken Leahy co-manages the commercial sales effort and is also titled Director of Commercial Sales. Ken and Geri work as a team to best serve our clients and the growth initiatives assigned to them. In addition to sales and leadership activities, Ken and Geri will be working to recruit and build a national sales effort headquartered in Atlanta.

PRODUCTION NOTES

Trends newsletter was printed in 4-color process on 100# Utopia II Gloss Enamel Text recycled paper. Electronic files were created using QuarkXpress® 7.0, Adobe Photoshop CS and Adobe Illustrator® CS3.



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