



Just how far are you willing to go to get a prospect's attention?

You could do something wacky. But why not do something that works? It's a fact—messages that reflect a customer's individuality get better results. And when you celebrate that individuality with 4/C customization, you can drive response rates and customer loyalty even higher. That's what IBM® digital color printers and InfoPrint® Manager software let you do. You can integrate a customer's interests into a spectacular, full-color cover design. Flow personal data into color text. Customize content. All on the same run. And compared with conventional printing, digital can get you to market faster, too. Want to get the kind of attention that gets results? Let's discuss digital color. Call us at 1 800 358-6661 and select option 3 and ask for priority code 108AD001. Or visit us at www.printers.ibm.com/1to1



Affordable 4/C communications that grab a prospect's attention. And hold it.

