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## **INTEGRATED MARKETING SOLUTIONS POWERED BY PRINTABLE TECHNOLOGIES® AT GARTNER PRINTING & IMAGING SUMMIT**

**Solana Beach CA – November 26, 2007** – Printable Technologies will demonstrate Integrated Marketing Solutions including Personalized Cross-Media Direct Marketing and Collateral Management Solutions, at the Gartner Print and Imaging Summit, 2007, December 2-4, Tucson AZ. Printable Technologies, Inc. is a leading provider of Integrated Marketing, Web to Print, and Personalized Direct Marketing Solutions.

### **Cross-media Direct Marketing Solutions**

Customer choice is redefining the way insurance, banking and other marketers speak to the consumer - at home and in the office. To align with these consumers, marketers are rapidly adopting new online marketing channels and integrating them into their campaigns. In this environment, marketers need to speak directly to customers and prospects with relevancy and timeliness. Traditional marketing collateral and direct mail is still frequently “mass marketing”: order more units, get a better price per unit, and hope to deliver a message that a prospect finds appealing. It’s a numbers game that results in a lot of wasted money – from outdated and obsolete collateral to trashed advertising mail.

The cross-media solutions powered by Printable Technologies take advantage of the vast amount of data available to present personalized messages that make marketing more effective. Those more relevant communications result in increased response rates and faster response times, driving higher revenue and lower costs.

### **Collateral Management Solutions**

The Collateral Management Solution is a turnkey hosted document ecommerce and web to print system offering the ability to quickly setup powerful corporate collateral and campaign management sites with highly customizable and data-driven functionality.

The system includes online document localization and customization; marketing collateral and promotional item management and fulfillment; inventory tracking; print on demand; and sophisticated corporate procurement features such as spending accounts and multiple levels of approval. Marketing communications managers benefit from automated job submission, streamlined file transfer, and “hands free” workflow.

### **Integration Tools**

Leveraging a sophisticated set of web services and data feeds, the Integrated Marketing Solution easily integrates with ERP solutions such as Ariba, PeopleSoft, Ketera, SciQuest and SAP; CRM offerings such as Salesforce.com; and content management solutions like Documentum. Web services and data feeds allow users the flexibility to manage and deliver a wide variety of personalized cross-media lead generation, customer retention, and marketing communications programs within an existing technical ecosystem.

### **Executive One-on-One**

Senior executives and industry experts from Printable Technologies are available to provide insight and expertise and to answer questions.

### **About Printable Technologies**

Printable Technologies is a world leader providing Integrated Marketing Solutions including Cross Media Variable Data Publishing (VDP), One to One Marketing Campaigns, and Web to Print solutions, to corporate enterprises, creative agencies, and the graphic arts industry.

The **FusionPro® VDP** solution suite - consisting of desktop, online, and server-based VDP applications - is used to manage dynamic cross-media campaigns consisting of variable text and images, perform high-speed data merge, and generate production-ready output data streams.

The complete marketing campaign execution and tracking solution from Printable Technologies - **FusionPro Links** - consists of a powerful data-driven direct mail solution with personalized URLs, and microsites.

The **FusionPro Web** marketing collateral management system delivers online ordering and e-commerce, mail list purchase and management, versioned and variable documents, job submission, and file transfer.

Software as a Service (SaaS) solutions from Printable Technologies integrate with CRM and sales force automation systems, ERP solutions, content management systems, and production workflows from Hewlett-Packard, Canon, Xerox, Kodak, and Xeikon.

More than 1,700 corporate customers use solutions from Printable Technologies to serve over 400,000 end users; more than 100 of the Fortune 500 offer desktop access to Printable Technologies products.

With solutions powered by Printable Technologies, users can move smoothly from a powerful variable data publishing solution on the desktop to web-based and server-based solutions that can be customized for any sized organization.

For more information: [www.printable.com](http://www.printable.com) or 800.220.1727.

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