



Digital Printing

Direct**Connect**Group

Print what you want, when you want it, and in the exact quantities required.

The solution is digital printing. Or on-demand printing. Or variable data printing. Or custom publishing. Call it whatever you like, then call DirectConnectGroup (DCG) when you need to enjoy the many benefits of this evolving revolution in marketing, publishing and print production.

Today's digital print technology allows for breathtaking quality, without the need for film and metal plates. There's

a move away from long print runs of identical pages, and a move toward shorter print runs that can be customized to individuals or groups. Anything from black and white reproduction to high-resolution four-, five-, even six-color printing. DCG's digital printing technology lets you print as soon as you need something - varying data so each piece is personalized.

Digital is dynamic.

- Targeted, personalized pieces yield better results
- Decrease obsolescence, eliminate waste and reduce warehousing inventory costs
- Benefit from a targeted, one-to-one marketing approach
- Enjoy faster turnaround (due to fewer steps in the production process)
- Print updated materials when and where needed



Today's digital presses produce documents that rival the quality of offset printing. DCG's digital presses apply ink to paper, so you can have offset printing with digital convenience. Digital requires little set-up time or expense. And, our lasers now offer a highlight color; larger sheet size, up to five feed drawers, duplexing, and the ability to handle compatible coated or uncoated stock up to nine points thick. Of course, being a full-service printer, we also offer traditional commercial offset printing in one to six colors. Plus all of the related services you'd expect, including full-service bindery, finishing and packaging.

DirectConnectGroup : Producing, Protecting, and Delivering Your Brand
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