

Booklet with personalised tear-off vouchers.

The 8pp booklet finished size was 210x99mm landscape. The vouchers were personalised but the design of the booklet could not cope with the recipients' name and address. Match therefore required to outer envelope before enclosing.

Printing all pages on single sheet suitable for finishing to 8pp landscape stitched is simple. The risk is that the finisher will be unable to maintain the sequence or at least have spoilage resulting in difficult match task.

**Solution:**

Continuous duplex print 12" drop using our Delphax's 600 dpi quality ability to ensure that the barcodes were readable. Sheet to A3. A sequence number was printed on page 8

Apply timed latex adhesive centre of pages 2+7, folding sheet to 420x148mm, sealing spine, cross fold to 210x148mm with single slit to produce finished booklet. Spoilage reprinted immediately and placed into sequence.

Inkjet address envelope to include matching sequence number. Camera match sequence number printed on page 8 of booklet and on addressed envelope. Machine enclose with other items, bag to mailsort.

A potentially messy, time-consuming and probably manual enclose mailing transformed by the unique equipment at DP Direct to save time, cost and ensure 100% accuracy.