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## ***Digital Printing Innovators***

It is no easy task to single out a business leader in one of the nation's oldest and most competitive industries. So many businesses are accomplishing so many amazing feats in the graphic arts industry, making it difficult to choose a few as examples of leaders in technology. The goal of this feature is to provide a brief glimpse of some outstanding examples and to inspire readers to strive for their own successes as they build their businesses for the future.

Each year for the past six or so, we have published the "Excellence in Innovation" feature that profiles innovative users across all segments of technology and the industry. However, for this feature, we focus exclusively on the rapidly growing digital printing market, and bring you the specifics on users who are finding ways to overcome the challenging market conditions and to stand out among their peers as examples of first-class business leaders.

### ***Nipson: Personalization drives direct mail strategy***

Polaris Direct is a rapidly growing, full-service direct mail company serving a national base of Fortune 500 clients with sophisticated direct mail design and implementation services. At the company's 72,000-square-foot facility in Hooksett, New Hampshire, digital printing equipment, including Nipson digital production presses, along with an array of print management, data processing, binding, inserting, and mailing equipment, all work together to create effective direct mail campaigns.

Polaris specializes in digitally personalized direct mail aimed at increasing response rates while reducing mailing costs, waste, and inventory. One way of doing this is to create larger-size documents with thicker substrates that generate attention, both in mailboxes and in the hands of consumers. Duplex variable data printing offers further benefits, including reduced mailing costs and more targeted documents that generate higher response rates.

"We have clients that need to tailor not only the marketing information on the front of a piece, but also the terms and conditions on the back," says Joseph Maloy, president and COO of Polaris Direct. "This saves them money in pre-printed forms and also reduces postal costs, for two reasons: first, because the piece itself is lighter, and second, because postal discounts can be realized without the additional cost of commingling."

Nipson digital presses play a key role in helping Polaris offer its customers personalized document options that are unavailable with other technologies. For example, Polaris Direct can offer a self-mailer on 7-point stock (or more), printed with duplex personalization, with no production slow-down or loss in print quality.

Since oversize documents gain more attention in mailboxes, Polaris takes advantage of the 20-inch-wide paper Nipson uses, which accommodates larger, more unique sizes of direct mail as well as full, 18-inch bleed printing with a gutter trim, and more unique variable data applications, such as trifold brochures.

“Flexibility is extremely important in this industry,” says Maloy. “We need to be able to execute creative ideas for personalization of direct mail packages in order to boost response rates and drive business for our customers.”