bizhub/ pro C6500

Historically, Personalized Variable Data Digital Printing or On Demand Digital Printing has been the most economical for runs of 1 to 1000. Now, the Bizhub Pro C6500 extends this economical advantage through 1000 to 10,000 depending on the finished size of your piece. Personalized Variable Data Digital Printing or On Demand Digital Printing is similar to printing to a local printer. Once the file is prepared, the operator can print to the digital printer, with copy coming out in seconds. The average turn around for digital printing is 24 hours. The standard offset turnaround is 2 to 4 days after sign off of proof, depending on quantity and complexity. Offset proofs are generally being produced off digital printers. In addition, platemaking is a critical component in the offset workflow. Plate making today averages around 15 minutes per set of plates. If there is a problem with the plate, add another 15 minutes to the plate making process. In the digital workflow, the proof is exactly what you will receive. If there is a problem with the proof, it takes seconds to produce another.

PrintTekk
Printing & Mailing
DIGITAL OFFSET

OPEN THE DOORS
TO ULTRA-PERSONALIZED
VARIABLE DATA
DIGITAL PRINTING

The Bizhub Pro C6500 allows us to provide customers with:

① Full color, on demand digital printing
② Digital printing in small quantities
③ Personalized text and graphics

Print Tekk Printing & Mailing of KC has broken ground by making printing as personal and as interactive as the internet by offering an array of ultra personalized print services made possible by its new Bizhub Pro C6500 digital color production press.

Before you can make a sale you have to make a personal connection with the prospect, such as marketing professionals. Our new menu of advanced printing services enables our clients to make those personal connections, more effectively and efficiently, with highly customized sales and marketing materials that increases response rates by up to 25%.

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Variable Data Printing (VDP)
Uses database information to determine the visual and informational content of each printed piece. So for instance, if Prospect A expressed interest in a particular product such as a model of a car, it would be pictured and described, while Prospect B would see pictures and text related to his stated preference of product. More specific detail as outlined below.

Among the new offerings Bizhub Pro equips Print Tekk Printing & Mailing to provide are variable data printing, variable imaging, and target marketing. This allows the flexibility for unlimited fields which can include graphics such as:

- cars
- homes
- Sales staff pictures
- products geared towards persons interest
- different equipment models

Or personalized variable data printing allows unlimited fields for text such as:

- recipients name, ages, gender etc
- number, age, or names of children etc
- breeds of animals, pet names etc.
- Anniversary dates or Birth dates
- Sales staff contact information linked into graphic
- product information linked in to product graphic

Variable Imaging (VI)
The ability to change images while Bizhub Pro is printing. So conceivably each printed piece could have a completely unique set of images. VI is one of the capabilities that makes Personalized VDP, but it can also work on its own.

Target Marketing
The ultimate in Personalized VDP, Target Marketing creates a direct interchange between a potential buyer and a potential seller, right on the printed page in full color. Print Tekk Printing & Mailing's Bizhub Pro makes that marketing landscape a high quality and highly colorful one, allowing our clients to more directly address the individual needs of each prospect, including multiple fields of variable details to create a more personal relationship.

On Demand Printing
The ability to produce manageable batches of printed pieces quickly and economically allows our clients to align their marketing messages with changing market conditions and eliminates the need for warehousing excess printed literature and the possibility of disposing of out of date printing.

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