

Reform[®]

VDP

Reform VDP is the solution you need in order to maximize the possibilities with variable data printing. With Reform VDP, you can easily create and enhance the look of all your business documents. Reform VDP will accept data from almost any source and overlay it onto your designed forms. This allows you to produce personalized transactional and promotional pieces that leave a strong impression on your viewer. Additionally, documents are printed to plain paper which eliminates the need to purchase and store expensive, pre-printed forms. Reform VDP provides you with the ability to transform variable data printing into a powerful way to communicate with customers and enrich company image, as well as cut costs and improve efficiency.

Personalized Printing - Reform VDP lets you speak directly to your audience.

Reform VDP can receive data from almost any source and automatically populate your designed forms. The appearance and content of your forms can vary depending on the data, allowing creation of customizable marketing pieces. Documents can be tailored specifically to attract individual customers or groups, so you can ensure that the appropriate messages are being sent to the right audience. This flexibility allows you to conduct marketing campaigns that target individuals according to demographics, industry, interests, loyalty, etc. Personalized documents create a strong impact on the reader, resulting in higher response rates and increased customer loyalty and revenue.

- Improve marketing efforts by conducting targeted campaigns and producing customized sales literature.
- Create personalized documents that are tailored for specific customers or groups.
- Increase effectiveness by ensuring that your message is being shown to the appropriate people.
- Transform transactional documents into promotional pieces by adding advertising messages.
- Customized documents are proven to increase customer retention rates.

The Furniture Store
311 Charles Street
Rosemont, FL 32753
(407)555-7411

Phoebe Winterhalter
64 Baroni Ave.
Azalea Park, FL 32899
(407)555-3273

Dear Phoebe,

As one of our most valued customers, we'd like to invite you to our Valued Customer Preview Night! It's an after-hours spectacular to introduce you to our brand-new line of spring furniture. We're celebrating the best buys in the history of The Furniture Store's fine furniture, and we want you to preview our amazing new collection prior to its announcement to the general public.

FRIDAY EVENING, JUNE 25
6:00 PM - 10:00 PM
@ THE FURNITURE STORE

As an invited guest, you'll also receive a Valued Customer bonus:
10 percent OFF ALL FURNITURE!

This is an invitation-only event, not open to the general public. Please remember to bring the ticket below for entry and your 10% savings!

Sincerely,
James Linus
James Linus
The Furniture Store

This ticket admits
Phoebe Winterhalter to
The Furniture Store's
Valued Customer Preview Night
JUNE 25 6:00 PM - 10:00 PM
311 CHARLES STREET
ROSEMONT, FL 32753

+ 10% OFF ALL FURNITURE
Offer only valid during event on June 25.

Form Created with Reform VDP

Reduce Costs & Improve Efficiency - Reform VDP automates variable data printing efficiently and cost effectively.

- Reduce the costs involved with purchasing and storing pre-printed forms.
- Changes to forms can be made on-demand, so you no longer have to worry about wasting outdated forms.
- Remove the possibility of error due to manual entry.
- Forms are printed to high-speed printers or multi-function devices at a faster and more efficient rate.

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Effortless Form Design - Designing forms is simple with Reform VDP's easy-to-use Designer.

The Reform VDP Designer uses drag and drop functionality, which makes form design quick and simple. It has all of the tools and features you need in order to easily create a form from scratch or replicate your existing pre-printed forms. Designed forms can be printed to high performance devices with better quality output. This results in more professional looking documents, which enhances your company's image.

- The "what you see is what you get" Designer enables forms to be created in no time at all.
- Design invoices, checks, reports, statements, labels, direct mailings, postcards, letters, flyers and any other documents.
- Add logos, colors, shapes, lines, barcodes, signatures and more.
- Improve company image with more professional looking documents.

Designing Forms with Reform VDP's Designer

Applications

- **Construction** – Create construction bid forms, home improvement contracts, service & repair contracts, subcontractor agreements, permits, etc.
- **Financial Services** - Create financial statements, trade confirmations, investment applications, invoices and forms for loan and claims processing, etc.
- **Healthcare** – Create insurance claim forms, admissions packets, clinical data, reports, health records, release forms, etc.
- **Legal** – Create settlement agreements, jury instructions, draft documents, complaints, motions, interrogatories, evidential documents, etc.
- **Manufacturing** – Create order forms, customer contracts, manufacturing agreements, shipping documentation and Product Design forms, etc.
- **Real Estate** – Create sale and rental agreements, lease applications, titles, bank forms, mortgage contracts, property management Forms, etc.

Almost any industry can use Reform VDP to create and print the following transactional and promotional documents:

Transactional Documents

Invoices
Checks
Policies
Statements
Reports
Pick Tickets

Promotional Documents

Direct Mail
Postcards
Advertisements
Flyers
Coupons
Invitations

FABSOFT

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