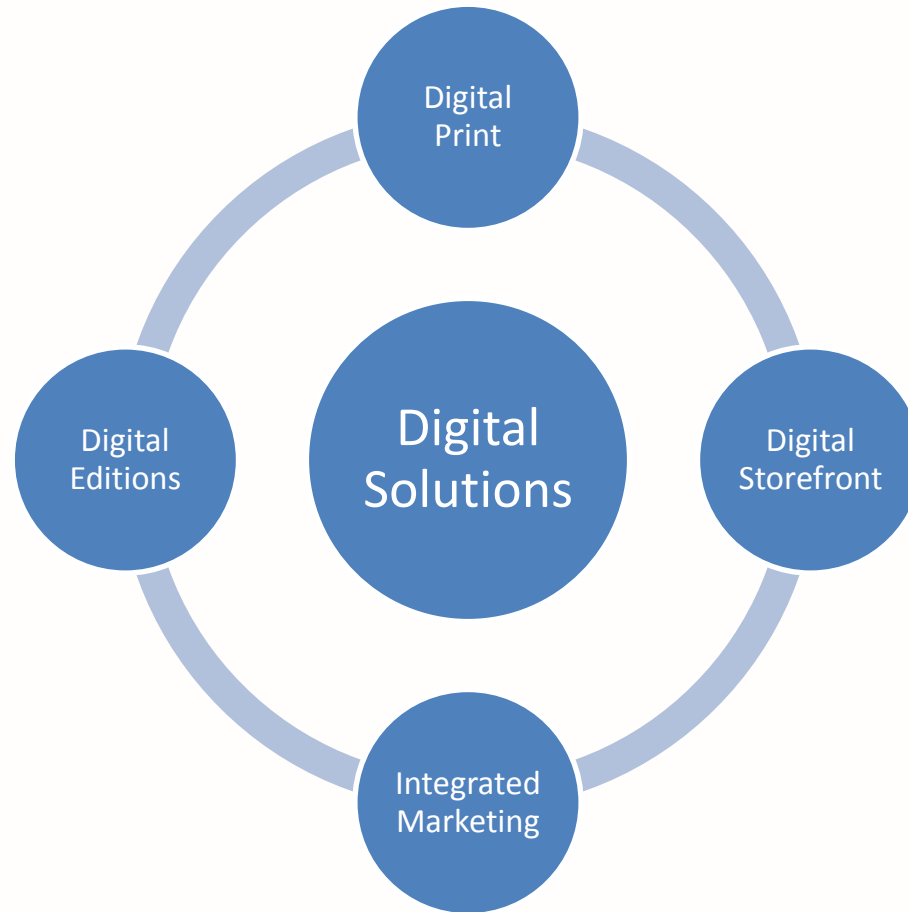


YOU + HESS

Digital Solutions

HESS PRINT SOLUTIONS

Introduction



HESS PRINT SOLUTIONS





Digital Printing

HP Indigo 5500



Digital Press

- HP Indigo 5500
 - 5 Color Press
 - HP ElectroInk technology
 - NOT toner based
 - Cut sheet
 - Max 13" x 19"—maximum image size 12.5"x18.7"
 - Coated 60# text – 130# cover, from 3-16 pt thickness
 - Uncoated 50# text – 120# cover, from 3-16 pt thickness
 - Tremendous Quality and Speed
 - Variable data; every page can be unique



Digital Finishing Equipment

- Digital Stitcher

- Maximum is a 100 Page SS Book
- Min size 4.72" x 6.7" to Max size 8.625" x 11"



- Digital Binder

- Binding thickness up to 1.9"
- In-line hinge scoring device
- Min size 6.25" x 8" to Max size 12.25" x 15"



- UV Coater

- Flood Gloss and Dull Coating
- Minimum 80# Cover Weight Stock



Digital Print Opportunities - Examples

Catalogs

- Sale postcards
- Promotional Self-Mailers
- Custom covers
- Brochures
- Leaflets, flyers

Publications

- Custom Covers
- Coupons, flyers
- Subscription notices

Education

- Samples
- Short-run and end of life titles



Digital Storefront

Digital Storefront - Benefits

- Provide 24 hours 7 days a week order system (can place custom orders anytime anywhere!)
- Speeds up the order flow and responsiveness
- Minimize errors and costs due to automated processing



HESS PRINT SOLUTIONS

Digital Storefront - Benefits

- Provide online customizing of collateral
- Take advantage of real time inventory management
- Electronic web based requisitioning
- Print and ship with one to one marketing/versioning



Digital Storefront - Demo

- hps.responsivesolutions.net



Digital Storefront - Screenshots

COASTALBANK
FINANCIAL SERVICES

Home My Orders Profile Administration View Cart Log Out

Search

**Introducing:
Daily Savings Program**

A SMARTER WAY TO SAVE.
Within this category, you will find marketing resources for our Daily Savings initiative. Use these branded brochures, posters, flyers, and email campaigns to spread the word on how we can make savings simple.

Stationery and Forms go!

Marketing go!

Promotional Products go!

Apparel go!

Logos, Images, Assets go!

Campaigns
No Active Campaigns

Emails
No Emails

SMS Messages
No SMS Messages

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Digital Storefront - Features

- E-Commerce
 - Business-to-Business or Retail Storefront
 - Customizable interface from a simple logo or theme to a fully customized interface that delivers a unique look and feel for your clients
 - Easy-to-use catalog ordering system that tracks orders at all stages from production to shipment
 - Budget and spend control with capability to develop an approval hierarchy within your online workflow
 - Credit card processing for convenience and efficiency
 - Multi-currency real time exchange rates using advanced web conversion tables for a global e-commerce platform

Digital Storefront - Features

- Personalized Marketing
 - **VARIABLE DATA+** features both variable data print and variable data email for powerful cross-communication capability
 - PURL creation tools for dynamic personalized landing pages that are integrated into print and email campaigns
 - Mail List Management services provide one stop shopping solutions to purchase and upload mailing lists and merge your data
 - Multi-proof technology allows you to proof every record and easily make changes on the spot that integrate back into your database
 - CASS certification, presorting and generation of postal paperwork features are included for cost efficiency
 - QR Code Application, ties together multiple channels of communication in the age of speed and mobility



Digital Storefront - Features

- Logistics
 - Real-time inventory management to ensure your clients always are getting the material they need
 - Real-time shipping through integration of Fed-Ex, DHL and UPS
 - Multiple warehouse and vendor management
 - Bar-Code Scanning ensures proper inventory levels and helps track your items
 - Automatic re-order points on all inventory
 - Pick-and-pack ordering that determines the most efficient way to fulfill orders
 - Kitting that provides the capability to package and assemble separate material with less human intervention
 - Line-item back ordering that notifies the users if the quantity ordered is more than available



Digital Editions

Digital Edition Benefits

- High degree of conformity to the printed piece
- Simple unified workflow and synchronized delivery
- View your digital Edition on:
 - Personal Computers, Macs
 - iPads, iPhone, Androids
- Each action by a reader is recorded
 - Analytics
- Delivery of a digital edition is immediate



Digital Edition - Examples

- SKU Links
 - http://www.hessprintsolutions.com/de/Petra_2012/
 - http://www.hessprintsolutions.com/de/GIT_2012_Catalog/
 - <http://www.hessprintsolutions.com/de/PMI1/#/176/>
- Custom Links
 - http://www.hessprintsolutions.com/de/Banner_Engineering_tet3/



Digital Editions Features

- Standard page links to http or www prefixes
- Page Flip
- Search Function
- Book Marks
- Email, Download and Print PDF pages
- Custom Backgrounds and Logos
- Analytics
- iPhone/iPad Compatibility
- SKU Linking
- Videos





Integrated Marketing

HPS partnership powered by JP Enterprises

Integrated Marketing

- Services offered:
 - Digital Marketing
 - Mobile Application Development
 - Website Design / Development
 - Content Development, Copywriting and Proofreading
 - Multilingual Translation Services
 - Photography, Photo Retouching
 - Graphic Design
 - Content Management System



Integrated Marketing

