



Fish-Eye News is an internal monthly publication to inform and educate all Staff about our Production Operations

Fish-Eye (n) The ability to see a wider picture and the ability to take more into view

*This newsletter is Interactive, you can print a copy if you wish*

## Fish Eye News Goes Interactive

To give you the best experience of your PNP Operations, Fish Eye News is going interactive. Not only can you see some pictures, we have incorporated video so you can actually see the process in motion without having to leave your desk. Enjoy.....

## Our Patient Newsletter Envelope is like judging a book by its Cover



When one our Client's Patient's receives their Newsletter in the Mail, it is the outer envelope that grabs the attention of the reader. The envelope conjures up things like who is it from? Is it a bill? Do I want to open it? I wonder what's inside?. By representing our Clients logo on the outside of the envelope provides an immediate connection with the reader. By also having the right trigger message, will provide the reader with a "teaser" to see what's inside. If the logo is in full colour and the trigger message is also in colour

will definitely hit the mark. Did you know, that colour printing can increase readership by more than 50%. As has been stated before, PNP has invested in leading edge ink-jet technologies to project our Clients best image on the outside of their newsletter envelopes. So what are these features:

- We can print their logo in Full Colour. Remember we are producing their logo with Ink Jet at high speed so we are producing "pleasing colour" not exact match colour
- We can print the trigger message in Colour
- In the U.S. we add a stamp
- We print the name and address in clean type that closely matches what would be produced off of a laser printer
- We don't charge any extra to have their logo printed in Full Colour vs. B&W

## Ashley and Ginny..... What an Inserting Team

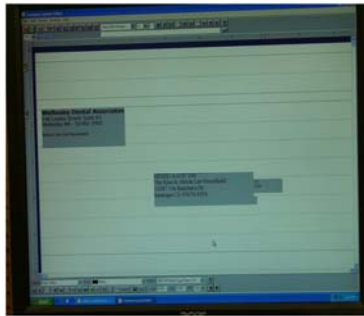


Just recently representatives were here from Bowe Bell & Howell with our representative from Buskro who manufactures our ink-jet machinery. They were absolutely impressed with the level

of quality that we produce and the professional way we print envelopes for our Clients. You have to remember, Bowe Bell and Howell has thousands of inserters and B&W ink jet printers installed around North America and for them to get excited about what we do is a real testament to what we have put in place here at PNP. Over the past year, we have also put the right processes in place to ensure consistent colour. This has been accomplished by a number of things that we have applied from design all the way through production. The quality we are getting today, one year after our first unit was installed is the like the difference between night and day. In the past year, we have determined and installed the correct ICC colour profiles that match our envelope stock. We are saving our files with the right resolution and we have our equipment operating optimally

To have our inserter running properly means that you have to keep the printing heads clean before each envelope run and if the machine is stopped for any length of time. Click on the video to see how the heads are prepared for printing.

So what's the complete process, to insert, print and



seal the envelope? First you have to set up the envelope on the screen. The Inserter Operator goes from the printed envelope sample from design and lays it up on the screen. The operator must visualize two different print heads. This is not WYSIWYG design like on a normal computer.



Once the envelope is set up, then they import the database that has been supplied. From there, they check their docket and load the appropriate newsletter and any inserts into the Inserter and hit the "Go" button...

On the Inserter there are a few "Go" buttons to start the machine.

Click on the video and watch the Inserter in action

### What are the things that you can do to help us maximize efficiencies for our Inserting Operation

#### For Client Services:

- Make sure to click Return Service if the Client wants undelivered envelopes sent back to them
- Make sure you include a Trigger Message if your Client wants one
- Class of Postage or Indicia. First Class or Standard Mail

#### For Graphics Design

- Make sure to provide a full colour sample if there is any colour on the envelope
- All return addresses, trigger messages are to be saved in the run folder as a wmf file
- Logo's are saved in the logo file, the file to be named by Client ID