

James
Anderson,

Did you
know...

THE ZEMA VARIABLE PUBLISHING SOLUTION

can increase **customer response rates** by **36%**
OVER TRADITIONAL DIRECT MAIL!

- Get more new clients than ever
- Receive a faster response to your marketing
- Win new sales from your existing clients
- Earn a better return on your advertising dollar

Can your **direct mail campaign** do this?

THE ZEMA VARIABLE PUBLISHING SOLUTION

can increase **YOUR CHANCES OF REPEAT ORDERS** by **48%!***

ZEMA Systems can...

- Manage the printing of your direct mail campaigns
- Add your clients' personalized data to the campaign
- Target existing clients, mentioning their past purchases
- Personalize every brochure to every client with unique:

- Names
- Products
- Photos
- Graphics
- Layouts
- Backgrounds



ZEMA Variable PUBLISHING SOLUTION™

Solutions
for increasing
returns
on direct mail



I'm interested in a free seminar on how to get up to **36%** more responses with the **ZEMA VARIABLE PUBLISHING SOLUTION™!**

That's a \$195.00 value - and we'll even throw in a **free lunch!**

Just answer these brief questions and we will tailor the presentation to that fact, or go to ZEMA website and register and see a demo of the Variable Data Printing Idea Now! www.zemasystems.com

Name: James Anderson

Address: 1920 E. Encanto Dr.

Tempe, AZ 85281

Phone: 480-736-1592

Fax: 480-736-2485

Email: james@zemasystems.com

For how many people?

- Personalized seminar for 1
- 2-10
- 11 or more

Where would you like to do the seminar?

- My desk
- Conference room at my office
- Zema Systems
- Other location: _____

What is your choice for a morning treat or lunch?
It's on us!

- Pizza (toppings: _____)
- Bagels (1st/2nd choice: _____)
- Doughnuts (1st/2nd choice: _____)
- No, thanks, I'm on a diet!

The reply card is pre-filled out with your address. Please make any corrections to your information, tear it off, and drop it in the mail. Our Zema Systems Variable Data Professional will contact you within 1 week to schedule your free training seminar and free lunch (value \$195.00).



ZEMA Systems

1920 E. Encanto Dr.
Tempe, AZ 85281

ZEMA
Variable
PUBLISHING
SOLUTION™

Solutions
for increasing
returns
on direct mail



James Anderson

1920 E. Encanto Drive
Tempe, AZ 85281



The average order is **25% LARGER** with
VARIABLE DATA PRINTING!

The **ZEMA Variable Publishing Solution™**

can help you to get more orders - faster - from your direct mail campaigns. With this amazing new technology, every letter and brochure looks like it was written and designed personally for each of your clients. It's as if you are speaking directly to them!

Tempe, AZ 85281
1920 E. Encanto Dr.
ZEMA Systems



Sign up today to receive a
free seminar
on how to get more customers with the
ZEMA Variable Publishing Solution™
- a \$195.00 value!

ZEMA
Variable
PUBLISHING
SOLUTION™

Tempe, AZ 85281
1920 E. Encanto Drive
ZEMA Systems, Inc.



Presorted
First Class
U.S. Postage
PAID
Phoenix, AZ
Permit #5937