



# RBK

ENTERPRISES, LTD.®

***“At RBK, we’re making direct mail personal!”***

RBK can handle your entire project, from print to mail or anywhere in between! We specialize in:

- **Commercial Print:** Short to long run print jobs (1-4 color)
  - **Digital printing:** print-on-demand and variable personalized text and images
  - **One-to-One Marketing:** Personalized, targeted marketing to your current or prospective clients
  - **Direct Mail:** Up-to-date knowledge of all USPS rules for successful, cost-efficient mailings
  - **Mailing Lists:** We can obtain residential and business lists targeted to your criteria
- **List Management** and data cleansing
- **Design Consulting Services**
- **Tradeshows:** We have over 25 years of experience helping our clients with tradeshow material production

***Take a look at our website, to see all the services we offer you.***

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# Maximize your new sales by using Variable Data in your next Direct Mailing!

## What is Variable Data?

With variable data digital printing, you can send one layout file, that produces continually changing pages, without ever stopping the press! You no longer need to create separate layout files!

By sending **ONE** basic layout page, you can:

- Reflect changing, personalized text and elements on every printed piece.
- Customize client name, title, company name, mailing address, bar codes, images, or varying coupons or offers.
- Data from your detailed database is integrated into your print layout, to tailor your message to specific individuals and clients.

## Advantages of Variable Data Printing

- Provides a more targeted, specific and strategic outreach to your desired audience.
- One-to-one communications are personalized and very affordable.
- Perfect for direct mail marketing campaigns.
- Quick set-up, gets your message to the market faster.
- Increased responses over traditional offset printing.



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