



VARIABLE DATA

SALES GUIDE FACT SHEET

Variable Data “**Sequential & Database Printing**”

Almost all of our products can be printed with variable data options.

Variable data printing is done via a database which can be supplied by the client, or created by us as per their instruction.

Data can drive everything from a simple sequential number right up to graphics, colours and barcodes.

For simple sequences such as sequential numbering etc, a database is not required.


Our variable data print options are driven by the Adobe suite of software and so offer a high degree of flexibility and accuracy when it comes to graphic detail and control.

For specific advice on what is possible to accomplish with variable data, talk to the team.

Make sure that you discuss with our team the anticipated use or environment that is intended for the product. By requesting specs above what you need, you may find yourself paying more than is necessary.

This range of material was created primarily to make it easier for our resellers to discuss our product options with their clients. For more specific or detailed information, please contact us directly.

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