



Contac unveils custom marketing 'revolution' *1 to 1 communications comes to the desktop*

Travel Press magazine, Oct 20th, 2008 – Travel industry personnel can now produce custom-made marketing collateral on demand and at their own desks thanks to a new service by Contac.

Dubbed “1 to 1 communications,” the new Web2Print self-service portal allows customers to order custom and static stationery, brochures and other marketing materials through a streamlined order process while centralizing company-branded marketing templates to ensure brand consistency.

“It revolutionizes how our customers build relationships with their contacts,” says Riaz Pisani, president of the Vancouver-based direct marketing, print and fulfillment company, adding, “Our clients are not just buying print, they are buying custom content, client loyalty and business retention.”

With Web2Print, users can order and manage inventories for stationery items such as business cards, envelopes and letterhead; marketing materials such as calendars, greeting cards, postcards and custom booklets; and personalized websites to deliver tailored website content and HTML e-mails.

Contac says studies show that personalized marketing builds stronger relationships with customers and translates into increased business. Considered an emerging area of marketing, initial findings reveal “a substantive return on investment for those who incorporate this marketing method into their client service strategy.”

Interested clients can order predefined documents from a centralized Web2Print storefront or from a branded storefront for corporate clients as they need them, using an online form, Contac's logistics team then handles the production, literature warehousing, collateral assembly and delivery.

A key feature of Web2Print is the variable print option, where customers alter parts of a document with custom text, images and graphics. The database-driven technology allows customers to tailor materials with content based on each contact's profile.

Contac's print division uses technology to produce offset, digital and inkjet print materials. The company says that allows it to “cater to a wide range of needs.”

Contac says it is the only North American company to offer such a “single-source solution from order and production to fulfillment and delivery.”