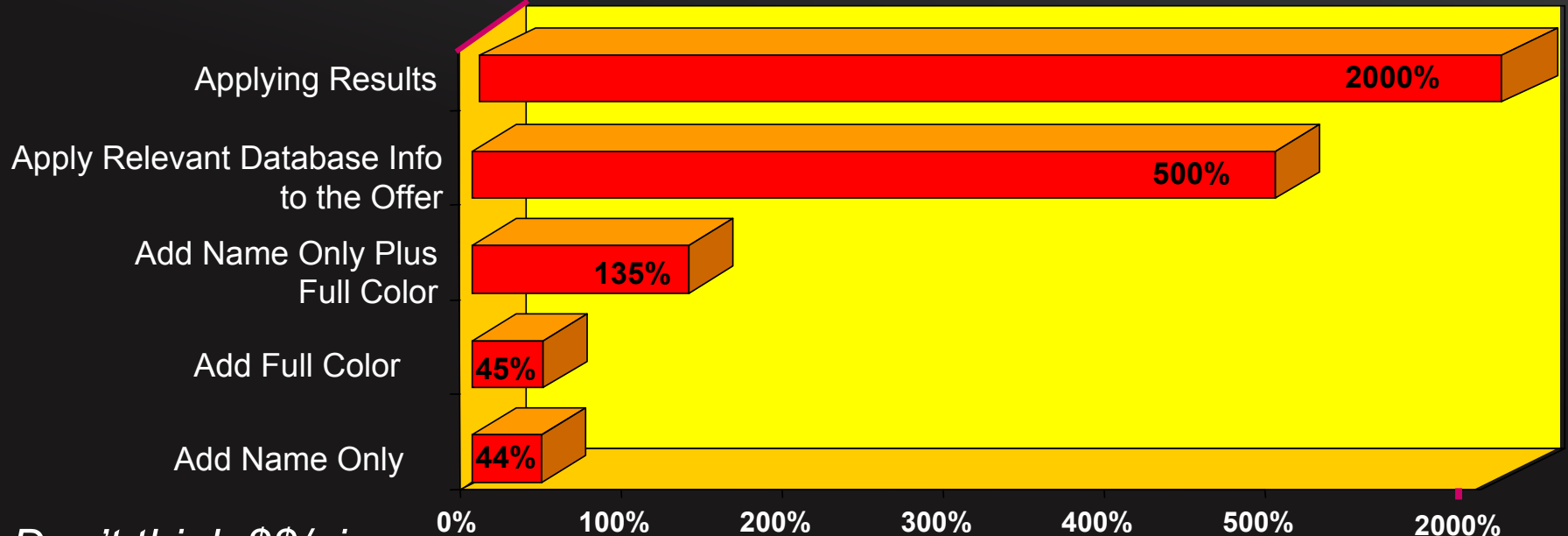


# The Power of Hlvdp

## Improved response rates

(Compared with a static, black and white mailing with a response rate of 0.46%)



*Don't think \$\$/piece...*

*...think \$\$/response.*

Source: "Direct Mail Responses Based on Color, Personalization, Database and Other Factors" by David Broudy and Frank Romano, Digital Printing Council of Printing Industries of America, Inc.

